

CLEVELAND PUBLIC LIBRARY
Minutes of the Board Work Session
February 17, 2015
Trustees Room Louis Stokes Wing
12:00 Noon

Present: Ms. Butts, Mr. Seifullah, Ms. Rodriguez, Mr. Werner, Mr. Hairston (arrived, 12:23 p.m.), Mr. Parker (arrived, 12:25 p.m.; departed, 1:52 p.m.)

Absent: Mr. Corrigan

Ms. Rodriguez called the Board Work Session to order at 12:15 p.m.

Committee Assignments

Ms. Rodriguez stated that although ad hoc committees of the Board of Library Trustees are not mandated to meet regularly, their lack of meeting can be viewed unfavorably by the public. Therefore, she recommended the following changes and committee assignments:

The following ad hoc committees will be eliminated: Audit Committee, Committee on Fiscal Review, Committee on Succession Planning, Liaison to the Friends of Cleveland Public Library Board of Trustees, and the Oversight Task Force for Construction Diversity Management. In the event that ad hoc committees are required, the bylaws will allow them to be formed.

The Finance, Ad Hoc Audit Committee and Ad Hoc Committee on Fiscal Review will be consolidated as the Finance and Audit Committee and will be comprised of Rick Werner, Chair, Thomas D. Corrigan, Vice Chair, and Anthony T. Parker and John M. Hairston, Jr. as members. All issues relative to audit and fiscal review will be addressed under this committee.

The Human Resources Committee will be comprised of Alan Seifullah, Chair, Alice G. Butts, Vice Chair, Thomas D. Corrigan, and Alan Seifullah as members. Any issues relative to succession would also be addressed in the Human Resources Committee as well.

The Community Services Committee will be comprised of Thomas D. Corrigan, Chair, Alan Seifullah, Vice Chair, and Alice G. Butts, and Anthony T. Parker as members. Mr. Corrigan, who is also a member of the Friends Board, will continue to serve in the capacity as liaison to the Friends Board.

Ms. Rodriguez asked that at future monthly board meetings, updates on the Friends Board, and the Safe, Warm and Dry initiative be provided as a part of the Community Services report.

Director Thomas stated that Jason Jaffery, Executive Director of the Friends Board has indicated that he will be available to attend future board meetings to address any questions or concerns relative to the Friends Board as well.

The Ad Hoc Committee on CPL150 will consist of Rick Werner, Chair, Alice G. Butts, Maritza Rodriguez, and Alan Seifullah as members.

Joyce Dodrill, Chief Legal Officer, stated that the bylaws would have to be amended to reflect committee name and member composition changes. She also noted that the bylaws had previously been amended to state that only two members were needed for a quorum. A subsequent amendment would be necessary to state that with these new changes, three committee members would need to be present make a quorum.

Mr. Werner recommended that all committees provide updates during Finance Committee meetings that are scheduled prior to regularly scheduled Board meetings.

Joyce Dodrill, Chief Legal Officer, stated that after research and review of American Library Association recommendations and review of policies at regional area libraries, staff recommends that the Board amend the Library's meeting room policy to remove the restrictions that provide that political demonstrations, rallies, or campaigns for specific partisan political issues or candidates are not permitted on library premises. If the Board agrees, a policy revision would be prepared for the upcoming board meeting.

Mr. Werner stated this revision is appropriate.

Ms. Rodriguez concurred.

The People's University

Director Thomas showed a brief video that reviewed the Cleveland Public Library's history of public service and innovation, growth and progress as told by Mr. Corrigan, Director Thomas and Stephanie Tyus, Assistant Director of Public Services - Branches. This history included information of the library's resources, public access, ebooks implementation, CLEVNET and partnerships.

Director Thomas stated that since 1869, the Library has been The People's University. While this is a public research library, there exists an opportunity to elevate and transition to embrace the concept of The People's University. The following presentations will share proposals about the Library's campuses, buildings and programs for The People's University.

Before introducing Rick Ortmeier, Director Thomas stated that in January 2014, the Board supported the Safe, Warm and Dry initiative in the Library's branches by moving unencumbered funds into the capital fund. Recommendations and proposals for the branches including South branch will be forthcoming.

Main Library Renovation

Rick Ortmeier, Principal, Bostwick Design Partnership, stated that his team has been meeting with staff and stakeholders to help determine how the physical spaces within the Library's campus might respond to the creation of The People's University as well as the collections the Library currently provides.

Brian Wahl, Senior Associate, Bostwick Design Partnership, reviewed the unique destination spaces at the Library that included exterior and interior of the Main Library and Louis Stokes Wing as well as the cost estimate and timeline.

Mr. Wahls' presentation included but was not limited to: signage opportunities, Room 38, Main Library - First Floor, lighting, Brett Hall as an event space, storage

space, space cleaning and restoration, teaching kitchen, gallery space, art work display, office space; wayfinding and branding efforts in the lobby area; Louis Stokes Wing, Gift Shop, Security Desk, acoustics, new access to the Eastman Reading Garden, indoor garden space, water feature, café, flooring, exhibit space.

Discussion continued regarding the Second Floor that included but was not limited to: total renovation to accommodate a student commons, large screens that recess, audio speakers, technology to connect to real time auditorium presentations, lecture style seating, smaller conference spaces, 10th floor observation deck, waiting areas for administrative offices and Human Resources Department, space challenges, restrooms, ceilings, flooring and finishes.

Karen Skunta, President & Creative Director, Karen Skunta & Company, gave an overview on All Campus Wayfinding and Branding that included but was not limited to possible wayfinding, branding and orientation ideas for Brett Hall, Gift Shop, and Security Desk, interactive touch screen kiosks, vitrines, and other opportunities for providing access to information for patrons and visitors, changeable wayfinding and identification signage.

Mr. Ortmeyer continued the discussion by reviewing the low and high ranges of construction and project cost estimate for Phase 2. To move forward, Mr. Ortmeyer stated that he could provide a more detailed presentation at the March board Meeting.

Finally, Mr. Bostick distributed a proposal for Pre-Design Services, Cleveland Public Library Main Library Project Phase 2 SD thru CA "Interim Fees". This proposal outlined the process and fees proposed for Bostwick Design partnership to begin schematic Design services for the Cleveland Public Library Main Library Consolidation Project Phase 2.

Mr. Werner stated that he would like to consider the priorities of the Warm, Safe and Dry initiative for library branches along with the proposal for Main Library Phase 2.

Mr. Hairston asked if the proposal for Phase 2 considered and integrated the needs of The People's University.

Hallie Kogleschats, Shark & Minnow, stated that the proposal included small group meeting room spaces and technology that could live stream content from the LSW auditorium which is appropriate for The People's University. The programming and construction design is giving shape to The People's University.

Ms. Kogleschats also stated that it is critical that all partners to the Library work in collaboration.

Mr. Werner stated that it is important to justify decisions to voters and patrons regarding the funding for the Main Library as well in the branches such as South.

Mr. Ortmeyer gave a brief overview of Phase 2 Timeline and stated that it is important to establish priorities soon in light of the Republican National Convention in 2016.

Mr. Ortmeyer was available for any questions that the Board may have.

Director Thomas recommended that the Board identify an amount and parameters for funding Phase 2 and staff will work with Bostwick to offer alternatives for the Board's consideration to move the project forward.

Mr. Seifullah asked what do we anticipate doing for Branches.

Director Thomas stated that we are working with the communities to help determine what they would like in library branches. However, there is approximately \$16.5 million that could be divided between Main Library and the branches. \$3.5 million has been committed to Safe, Warm and Dry. Therefore, approximately \$20 million can be utilized for these projects within a two year period.

Discussion continued about Safe, Warm and Dry and the designated libraries.

Mr. Ortmeyer stated that each space is a potential choice.

Director Thomas identified this project as Phase 2A. Perhaps the Friends would want to raise funds for Phase 2B.

The People's University Strategy

Hallie Kogleschatz, Shark & Minnow, stated that this is a good time to talk about library spaces as it provides a sense of where The People's University programs would exist.

Eric and Hallie Kogleschtaz gave a presentation on The People's University Strategy which included but was not limited to: Background & Overview, brand strategy, digital strategy, project management and team coordination, technology project management, information architecture, user experience and testing; Microsite or Landing Page; Content Marketing; Partner Coordination & Outreach; Video Directing & Producing; Slide Deck Creative Development; Friends of Cleveland Public Library Support; Outreach; Event Planning & Support; Conference Promotions; Subcontractors: Design-Branding, Design - In-Environment Elements, Technology Platform The People's University Digital Experience, Video and Production.

Ms. Kogleschatz reviewed the following recommended timeline should the contract be approved:

- Strategic Implementation: March
- Creative Development: March, April, May
- Technical Development: May, June, July, August
- Beta Launch: August
- Testing: August
- Launch: September
- Optimization: September, October, November, December
- Sustain: January, February

Ms. Kogleschatz stated that the timeline needs to reflect subcontractor work as well.

Ms. Kogleschatz highlighted the Project Assumptions that ensures that the project happens on time and on budget. The project length is approximately 12 months.

After reviewing Shark & Minnow project cost estimates and subcontractor estimates, Ms. Kogleschatz stated that

the grand total estimate that included Shark & Minnow, Technology, Design, Course Architecture, and Video Production would be approximately \$303,670.

Ms. Rodriguez thanked the Kogleschatz for their presentation and stated that the Board would review the documents in detail.

Mr. Werner recommended stated that he would convene a CPL150 Ad Hoc Committee Meeting in the near future to review the budget, options and identify priorities with Phase 2, Warm, Safe and Dry as well as other opportunity branches.

Ms. Rodrigues adjourned the Board Work Session at 2:00 p.m.

Maritza Rodriguez
President

Rick Werner
Secretary