

CLEVELAND PUBLIC LIBRARY
Minutes of the Board Work Session
November 16, 2015
Trustees Room Louis Stokes Wing
4:30 P.M.

Present: Ms. Butts, Mr. Seifullah, Ms. Rodriguez,
Ms. Washington, Mr. Parker (arrived, 5:03p.m.),
Mr. Corrigan (arrived, 5:05 p.m.)

Absent: Mr. Hairston

Ms. Rodriguez called the meeting to order at 4:45 p.m.

Update and Discussion: Main Library Consolidation
Project: Phase 2

Rick Ortmeyer, Principal, Bostwick Design Partnership,
gave a PowerPoint presentation to update the Board on
the Main Library Consolidation Project: Phase 2.

Bryan Wahl, AIA Senior Associate, Bostwick Design
Partnership, began the update in the Main Library. Mr.
Wahl identified the current Security location and stated
that updates will include a new location and desk that
would be more integrated with the architecture.

Before Mr. Wahl gave an update on Brett Hall, Director
Thomas stated that the Library is in discussion with Mr.
Mike Curtis, owner of the third largest Superman
Collection. Mr. Curtis has indicated an interest in
donating his materials to the Library.

These discussions will continue with Joyce Dodrill,
Chief Legal Officer, regarding the possibility of the
Library assuming ownership of approximately 17,000
items. It is proposed that Brett Hall would open in
mid-June 2016 featuring this collection.

Mr. Wahl continued with his update on Brett Hall and
stated that lighting would be added around the perimeter
near the ceiling and also provided mechanical system
updates.

The project update continued with the Louis Stokes Wing
that included but was not limited to:

- Welcome to CPL Room
- Louis Stokes Room
- Concierge + Lending + Security
- Indoor Garden + Café
- LSW 2

Mr. Ortmeyer continued the presentation with an update on Wayfinding & Signage that includes a permanently mounted monitor with updates, internally lit changeable board and directory. These updates will be more consistent with the Library brand. In addition, graphics updates will be reflected in departments, bathrooms and elevators.

Mr. Wahl reviewed the following project schedule in detail pending Board approval:

- Phase 1: LSW second floor will start in November and finish in April.
- Phase 1B: First floor Security will finish in February.
- Phase 2: LSW First Floor will finish in March.
- Phase 3: North Lending, Welcome to CPL and concourse area will finish in April.
- Phase 4: South Lending, concourse will finish the end of May.

Mr. Wahl stated that May 31, 2016 is the total overall substantial completion date.

Mr. Ortmeyer noted that this schedule for Brett Hall does not currently accommodate the features that Director Thomas previously proposed regarding the Superman Exhibit. Therefore, the overall schedule may need to be modified accordingly.

Mr. Ortmeyer stated that Higley has estimated the project is comfortably under budget. Even if we leave \$500,000 contingency, the project is currently \$445,000 under budget.

Additional discussion included storage, security cameras, conference room seating, furniture, flexibility and space layout; multimedia, whiteboard solutions, café cart for the garden and food and beverage vendors.

Joyce Dodrill, Chief Legal Officer, stated that a decision needed to be made about the flooring in Brett Hall as some areas of the carpeting is worn. One option would be to remove the carpeting and polish the flooring. The concern is that the flooring may be cracked in some areas. The other option would be to repair the carpet. Estimates are being solicited.

Discussion continued about porous travertine flooring that absorbs sound and the cost of the existing carpeting that was designed to match the ceiling.

Mr. Ortmeyer stated that one option would be to remove the entire carpet and re-carpet the entire Brett Hall with one smooth level of carpeting with the exception of a potential boarder of stone.

Director Thomas stated that he was concerned that the stone flooring was not in pristine condition as desired and noted that the existing carpet was considerably expensive.

Timothy Diamond, Chief Knowledge Officer, stated that building was renovated in 1999 and the carpets were custom made for Brett Hall based on the pattern on the ceiling. Prior to the renovation there had been carpet tiles glued to the travertine stone floor. During the renovation, the carpet tiles were removed. Due to budget constraints, the glue residue from the carpet tiles was only removed in areas where the travertine was to be exposed, that is, not covered by carpets.

Director Thomas stated that it would be ideal to keep the carpeting and identify ways to repair the worn areas.

Mr. Corrigan stated that since the carpet was originally designed to match the ceiling at a considerable expense, he preferred to keep the carpet.

Mr. Ortmeyer stated that his concern was the slight level changes if the space was an event space versus an exhibit space. Since the space is now being determined as an exhibit space, the concern has been mitigated.

Finally, Mr. Ortmeyer stated that he recognized that the carpet was a large investment and would work to retain it.

Ms. Rodriguez thanked Mr. Ortmeier and Mr. Wahl for their detailed presentation.

Status of "Places" Projects as of November 16, 2015

Joyce Dodrill, Chief Legal Officer, gave the following update in detail:

1. Martin Luther King Jr. Branch

- a. City is submitting ordinances to City Council for first reading on November 23, 2015.
- b. Negotiations between the Library and UC3 for a development agreement have not yet commenced.
- c. Lee Chilcote recommends that before we commence negotiating, the Library hire an architect and an estimator to draw up a very preliminary sketch (a "fit plan") of a new 15,000 square foot building, and obtain an estimate to get an idea of how much building can be built for \$3.5.
- d. Steve Rubin has offered the services of Paul Volpe, architect, to prepare the fit plan, and Walsh construction for the estimate.
- e. Library has reached out to Robert Madison firm to submit statement of qualifications.
- f. UC3 has proposed 2 alternative schemes for the Library, #1 which involves a stand-alone one-story building with nothing above it, and #2 which shows a portion of the parking garage over all but a 60 ft. X 60 ft. of the Library building. UC3 wants to pursue scheme #2 as it will yield approximately 100 additional parking spaces.
- g. In best case scenario construction will start next fall.

Ms. Dodrill stated that the Library would negotiate on the parking garage options.

Mr. Seifullah asked how many stories the parking garage would be.

Ms. Dodrill stated that it has not been finalized if the garage would be two or three stories.

Mr. Corrigan stated that he preferred to have the garage and the building completed and opened at the same time.

Ms. Butts asked if parking would be shared.

Ms. Dodrill explained that parking would be shared and the Library would have 50 dedicated spaces.

Ms. Butts stated that parking spaces have been a discontent for patrons and visitors especially during program activities such as the Library's Annual Martin Luther King, Jr. Commemoration.

Director Thomas stated that on holidays or special occasions, the Library could contract additional parking spaces to accommodate patrons and visitors.

Ms. Dodrill stated that the Library could negotiate for additional parking during special events.

Mr. Seifullah stated that garages generally experience construction problems due to weather exposure and was concerned about its effect on the Library beneath it.

Mr. Corrigan stated that garages in Cleveland have a 15 year life span.

Eric Herman, Construction Project Manager, stated that depending on how the garage is attached to the structure or tenant spaces would determine effects including noise and vibrations between the bottom of the garage and the top of the library.

Ms. Dodrill noted that with the garage positioned on top of the library, they would not have to put as much skin on the building saving the Library money.

Ms. Rodriguez asked for a definition of skin.

Ms. Dodrill and Mr. Herman explained that skin was exterior roofing and shingles on the building. The top would only need to be insulated.

Construction is scheduled for next fall.

2. Safe, Warm, and Dry

- a. Preparation of RFQ for architect/engineer is in process.
- b. Decisions have to be made about project delivery.

- c. Decisions have to be made about whether or not to close buildings during construction because of inaccessibility to restrooms and HVAC issues.
- d. We are planning to meet with the City to determine whether we can claim ADA hardship to avoid building new restrooms.

3. Main Phase 2

- a. Board to consider Guaranteed Maximum Price with Higley and authorization to amend contract on November 19th.
- b. Higley is setting up office space the week of November 16th in the meeting rooms on the second floor of LSW.
- c. Construction will officially begin on November 23rd. First phase includes LSW 2nd floor and Lending area.

4. South Branch

- a. Preparation of RFQ for an architect/engineer for renovations and improvements is in process.
- b. Building program will be written in-house.
- c. Preparation of tentative schedule is in process.
- d. Lease extension for up to 2 years for Temporary South will be considered by the Board on November 19th.

Director Thomas stated that a community meeting will be held at South Branch to ensure that patrons and neighborhood residents have the opportunity to be informed.

5. South Brooklyn Café

- a. The Director signed an MOU with the CDC agreeing to fund infrastructure for a coffee cart/station, subject to approval of the Board.
- b. CDC is preparing a competition for selection of entrepreneur to operate café. CDC will announce competition before the end of this year and selection should be made in February 2016.
- c. Current design contemplates a room for the café near the front of the branch with a

separate entrance. Building code requires sink with hot and cold water so we must run a water line. CDC's architect is preparing an estimate.

- d. Depending upon scope and estimated cost of project, the Library may have to issue an RFQ for architect/engineer.

6. Glenville Parking lot

- a. The Land bank has ordered an asbestos survey after which it will schedule demolition of the building.
- b. We may perform a phase I environmental and obtain title exam if necessary before taking title.
- c. Library will apply to City of Cleveland for economic development loan which requires that parking lot be open to the public.

7. Woodland property acquisition

- a. Negotiate acquisition of 4 parcels from City of Cleveland land bank, and possible 5th parcel through County land bank.

8. Engineering study for On-site chiller

- a. Per agreement with Cleveland Thermal Energy, the Library must issue an RFQ for engineering study to determine whether it is feasible and cost efficient for library to install on-site chillers. Must be issued by January 2016.
- b. Preparation of RFQ for architect/engineer is in process.
- c. Need Cleveland Thermal's sign off on RFQ and selection of engineer.

9. Prepare scope of work and RFQ/RFP for Facilities Master Plan consultant.

- a. Consider creating position for facilities master planner.

10. Sterling Branch

- a. Our participation in CCC project is on hold. CCC is in the process of designing the student center.

Following this update, Ms. Dodrill was available to answer any questions that Board may have had.

Update and Discussion: The People's University

Hallie Bram Kogelschatz, Chief Executive Officer, shark&minnow, gave an update on The People's University and projection of what can be expected from winter to the June 2016 launch.

The update presentation included:

Patron Audience Segmentation

- The Explorer
- The Learner
- The Transformative Teen
- The Benefactor
- The Career Seeker
- The Reinventor
- The Ambitious Professional
- The Influencer

Ms. Kogleschatz stated that understanding the patron audience is the foundation of The People's University. The baseline is to understand who the audience is and to ensure that the programs created are what the audience wants.

Eric Kogelschatz, Chief Strategy Officer, shark&minnow, gave background on the research method that included interviews with patrons at library branches.

Mr. Kogelschatz reviewed in detail each audience segment.

The Explorer and The Learner audience segment included:

- Demographics
- Story
- Psychographics: Behavior & Development
 - o Cognitive Stage
 - o Intellectual
 - o Physical
 - o Social
 - o Emotional

- Rewards & Recognition
- Education
 - Discovery
 - CPL Participation
- Technology In Learning

The Transformative Teen audience segment included:

- Demographics
- Mindset - Take me somewhere in life
- Psychographics: Development
- Learning Motivation - Get to college
- Desired Outcome - The job
- Rewards & Recognition - Get ahead
- Technology in Learning - Mobile Users
- Learning Style & Needs - Learn from each other
- Education

The Benefactor audience segment included:

- Demographics
- Mindset - Concentration on family
- Learning Motivation - Internal fulfillment
- Desired Outcome - Pay it forward
- Technology in Learning - Motivated to learn
- Learning Style - At their own pace
- Rewards & Recognition - Knowledge is the reward

The Career Seeker audience segment included:

- Demographics
- Mindset - Change my status
- Learning Motivation - Start a career
- Desired Outcome - The job; building communities; passing on knowledge
- Rewards & Recognition - Whatever it takes
- Learning Style - Customizable & Personal
- Technology in Learning - Learn the basics

The Ambitious Professional audience segment included:

- Demographics
- Mindset - Get connected
- Desired Outcome - Individual growth
- Learning Motivation - Ambition & entertainment
- Technology In Learning - Value online learning
- Learning Environment- Nontraditional

- Learning Style - Experiential connected & customizable
- Rewards & Recognition - Proof of skills

The Influencer audience segment included:

- Demographics
- Mindset - Make big changes
- Give Back & Perspective
- I Care About Education
- I Care About Cleveland
- Education Will Change Cleveland

Ms. Kogelschatz stated that programming and marketing are moving forward. Partners are being identified. Discussions will begin about how to roll out this initiative to library staff.

Ms. Kogelschatz stated that during their research, it was discovered that staff appreciated being updated on The People's University. As a result, monthly internal eblast will go out to staff. These eblasts may be bimonthly closer to launch.

Finally, Ms. Kogleschatz stated that a Cleveland Public Library's version of Human Libraries was launched to staff in October. Another version will be launched in December. The program will be piloted in 2016.

June 5, 2016 will be the large launch for The People's University. A series of teaser events will be scheduled prior to the official launch.

The Library website will be updated to reflect significant dates regarding The People's University.

Ms. Rodriguez thanked Mr. and Ms. Kogelschatz for their detailed presentation.

Director Thomas announced that former Library Trustee Venerine Branham will be the recipient of The Dreamer Award and will be presented with the award at the Library's 31ST Annual Martin Luther King, Jr. Commemoration in January 2016.

Director Thomas stated that the Bookmobile was currently down and deemed by a mechanic as unsafe to drive. The Library is providing alternate services in various

neighborhoods to continue services to communities while estimates for repairs are being sought. After receiving that information, those repair costs will be evaluated and the continuation of services would be considered.

Mr. Seifullah asked for a description of the mechanical problem.

Mr. Corrigan noted that the Bookmobile is 15 years old. It is not uncommon for a vehicle with of that age and mileage to have a variety of mechanical issues. There are a couple of ideas regarding a possible overhaul of the similar vehicle compared to replacement.

Ms. Butts asked for the purchase price of the vehicle.

Director Thomas stated that the bookmobile was purchased for almost \$200,000.

Currently, these vehicles cost between \$250,000-\$300,000.

Director Thomas stated that two union staff are required to be on board when driving the bookmobile. This is the opportune time to consider all options.

Mr. Corrigan stated that although this is the first severe breakdown, over the past 15 years, the bookmobile has been out of service at least 7 times. In addition, this can be a disappointment for patrons who are expecting this service and it is not available.

Ms. Rodriguez adjourned Board Work Session at 5:41 p.m.

Maritza Rodriguez
President

Alan Seifullah
Secretary