Present: Ms. Butts, Mr. Seifullah, Mr. Corrigan, Ms. Rodriguez, Mr. Hairston
Absent: Ms. Thomas, Mr. Parker

Mr. Seifullah called the Joint Finance & Human Resources Committee Meeting to order at 12:05 p.m.

**Presentation:** Agnes Studio - Brand Refresh Progress Report

Director Thomas started that the Library engaged Agnes Studio to do a rebrand. A brand advisory committee of staff members was formed. As we begin our next 150 years, we have the opportunity to rethink what the Library stands for and how it ties into our visual.

Tana Peckham, Chief Marketing & Communications Officer, introduced Danielle Rini Uva and Katie Parland, who are the principals of Agnes Studios as well as the main point persons on the Library’s project. We have been working with a brand advisory committee across the organization to try to represent different parts as the Library so that as we look at our brand, we try to look at how the Library touches all of our senses from sight, our messages, who we are as an organization and how that is reflected.

Ms. Rini Uva thanked the Board for the opportunity to work with the Library and stated that Agnes Studio has been excited about this undertaking.

Ms. Rini Uva stated that this is a brand refresh presentation and we are at the progress report stage.

Ms. Rina Uva stated that the following were objectives from the beginning:

- Thoughtfully consider Cleveland Public Library’s existing brand and help reinvent it.
- Create building blocks to get to the heart of Cleveland Public Library’s brand.
- Help CPL communicate consistently as an invaluable community entity and national leader.
- Develop a design system that is a solid foundation that can continue to evolve.
- Differentiate Cleveland Public Library from the competition.
- Support important work with good design.
The work of Cleveland Public Library is vital and far-reaching. The brand should capture this and provide a platform for expressing it through a distinctive narrative, a consistent voice, and a unified visual vocabulary. Embraced as a whole, the brand will allow CPL to authentically show the work and tell the stories in ways that are unmistakably and unforgettably Cleveland Public Library.

Ms. Rina Uva stated that as we consider brand, we are building a visual language that extends to tone and voice and the way we talk about the Library. The brand is holistic and embraces the whole of how we can better tell the CPL story.

Ms. Rina Uva reviewed the process:

- Created a Brand Advisory Committee
- Staff survey
- Comprehensive competitive research – locally and internationally
- Library visits
- Cleveland Public Library: existing brand audit which included the Library’s strategic plan to determine if there are any overlaps and areas that could be refined.
- Cleveland Public Library: past, present and future

Ms. Rina Uva stated that the following overarching themes came from staff during conversations and research were things that CPL really values such as: education is a right, innovation, privacy, curiosity, history, social equity, access, diversity, public service, respect, equality & inclusion, and a positive impact.

Ms. Rina Uva stated that a survey was conducted on what kind of organization CPL thought that they were and known as and reviewed the following results:

- Conscious - Is on a mission to make a positive social or environmental impact or enhance people’s quality of life
- Service - Consistently delivers high-quality customer care and service
- Experience - Is differentiated through the experience it provides, as much as or more than the product or service
- Value - Offers lower prices for basic quality

Ms. Peckham stated that this type of organization should be familiar to many of the Board members. As discussions with the Board have been held about the Strategic Plan and the type of organization we are and this idea that Cleveland Public Library is both the conscious and service. Although we do both of those things, our primary focus and where we want to evolve to is this conscious organization type. We feel like this really fits with our mission and how we have been shaping our strategic priorities. We want to make sure that the branding that people would see reflects how we think of ourselves at our core and what we represent to our community.

Ms. Rina Uva stated that what the library is ever evolving and CPL has always embraced that evolution which is impressive as a large institution. Being a conscious organization also says
that Library staff are mission driven. This is good to capitalize on especially when we are talking about the brand and Cleveland Public Library’s public facing.

Ms. Rina Uva stated that discussions were held about who the Library is now and what the Library wants to be in the future. The best way is to find an overlap. We learned that the Library sees itself as:

- Innovator
- Anchor
- Beacon
- Access for all necessary
- Asset
- For the people
- Community focused

Ms. Rina Uva presented the following strengths:

- It is a trusted institution that is guided by its meaningful work as a conscious and service-oriented organization.
- Staff is mission-driven and committed to the work that they do.
- Motivated to stay relevant and necessary to the community.
- The physical buildings and that they will be renewed in the near-term.
- It resides in the city and is located throughout it.
- Resources it provides—its exceptional collection, programs, digital assets, service.
- “The People’s University” is recognizable.
- Well-loved institution for 150 years.

Ms. Rina Uva stated that she looked at other libraries and saw many of the same types of things. We wanted to make sure that we are telling Cleveland Public Library’s unique story as well as one that can grow beyond books.

Ms. Rina Uva stated that they also looked at other organizations and institutions that have nice branding that functions well and can also align with Cleveland Public Library is as an organization and shared the example of The Field Museum. In doing a brand refresh, they wanted to better convey its bold progressive approach to scientific research, cultural understanding and community engagement. Ms. Rina Uva noted that the branding touches on the logo, banners, and signage that is in the museum that is consistent, photography, their use of color and language, and magazine cover.

Ms. Rina Uva shared the New York Times as an example in part because they lead with an idea of truth and then build everything around that idea. Their primary identity is in black and white and then they use the idea of truth behind everything from billboards, baby bibs and pins. Constantly they communicate the message that the New York Times is about truth.

Ms. Rina Uva shared the example of Syracuse University. In comparison to CPL, there is an interesting connection between a university and especially Cleveland Public Library since we are
well known as The People’s University. Ms. Rina Uva noted that color connected the traditional seal to the sporty lettering which works well as a unified brand.

Ms. Rina Uva identified that the Library’s sub brands are not related to the main brand except for a little color. The color, while vibrant, is all of one value and noted that as a designer, it is difficult to work with. As a result, the Library’s logo and shading are difficult to reproduce and it is fairly inconsistent across the board with how it works and functions for the Library. The typography which is not very flexible is inconsistent as well. Although beautiful in its singularity, it is a hard system to work with.

Ms. Peckham added that while she has been in her role and able to oversee the entire brand, she is unsure if the organization has been considered as a brand making sure that all of the pieces are coming together. Through no fault of any one person, everyone may have been focused on how to create individual for TechCentral, OLBPH, and Digital Public Library and it was not looked at more holistically. We are trying to make sure that we are doing that and that people understand how these pieces relate back to our master brand of Cleveland Public Library.

Ms. Rina Uva stated that the primary brand really should always be the leader and the foundation for everything that follows. Although you can have fun with other parts, the foundation must be rock solid.

Ms. Rina Uva stated that for inspiration they looked a lot art, spaces and at the Library itself including its history and showed a slide with some designs that the Library has put forth.

Ms. Rina Uva stated spoke on design and worked with the following concept:

THE INTERSECTION OF LIGHT

Cleveland Public Library is at the intersection of people and space, need & want, neighborhood & city, and individual & community.

A device for giving light.
A source of spiritual or intellectual inspiration.

Ms. Rina Una added that the push and pull and intersection between all of those entities because Cleveland Public Library is about and serves all of those things. The idea of the Library being a device for giving light and is a source of spiritual or intellectual inspiration.

Ms. Peckham explained that this started as a conversation with Director Thomas about the lamp of knowledge. It then evolved from the lamp to the flame and finally to the light itself. The Library is a light for people as it brings both hope as well as knowledge for those looking for resources and information.

Ms. Rina Una stated that this goes back to the idea that the Library is a beacon for any number of reasons.
Ms. Rina Una showed a slide of the logo and explained that the mark actually came from an octagon. When broken apart, it can be thought of as fractals of light, a gem, a sun, a circle which is something that is encompassing.

Ms. Rina Una continued her presentation to discuss color and stated that we thought to lead this branding by choosing a singular color palette. This color, when seen, is immediately recognized as Cleveland Public Library. Ms. Rina Una showed a color slide with blue supported by a neutral color palette. Blue speaks of confidence, connection and creativity, enduring, honest, and can be elegant but contemporary. The color blue can also be a nice anchoring foundation because it pairs nicely with many other colors. While we are not using all of the other colors in the primary palette, we are using a lot of photography and illustration that is going to support it. In addition, blue feels fast and infinite. All of those ideas are a nice connection with the Library.

Ms. Peckham stated that Agnes Studio really helped us take a look at how the different pieces represent the organization as a whole. There has been a lot of conversation about the color palette as we have been in the midst of this exploration. There is a desire to create consistency in making sure that we can be recognizable. Although this may not be final, we wanted to share the direction in which we are going.

Ms. Rina Una showed slides of visual language that included the logo, color palette; different shapes that can be used for other ways to represent the Library; examples of typography options for things that the Library does. These help with consistency in utilizing the brand.

Ms. Rina Una explained that the proposed logo can be used in digital media such as Instagram, Facebook and Twitter. It can also be used in motion graphics. There is a lot of flexibility within this mark to do many things.

Ms. Rina Una showed slides of the type in use and explained how blue can be paired with other colorful things such as photography and illustration. Ms. Rina Una showed examples of signage, banners, street signs, and tote bags.

In response to Mr. Hairston’s inquiry, Ms. Peckham explained that the mark is flexible enough to use with The People’s University and noted that The People’s University can be nestled in the center. While Agnes Studio was creating the logo, the center remains blank so that it could be filled in to represent our mission for being the center of learning for a diverse and inclusive community. In addition, the words can also be used without the mark. Reinforcing and using these visual cues will help establish the brand in people’s minds.

In response to Mr. Hairston’s inquiry, Ms. Peckham stated that the tote bags can be used with different messages about programs and different things that are unique to the Library that will reinforce who we are.

Ms. Rina Uva showed an example of a New York Times button and stated that we should have one uniform story. However, a brand is more interesting and alive when the story can be told in different ways. The idea of totes or any of the off-shoots of the brand should actually be more lively to tell a larger story of the brand.
Director Thomas that we have struggled with the name of The People’s University as another name for the Library or a separate program. Although we use the term in a variety of ways, we are trying to do is simplify how we are providing. By picking one color, we are attaching an understanding of a university. Although we are still working on defining what The People’s University is, it has been a great tagline.

Ms. Rodriguez expressed her disapproval of the logo and stated that although the current logo says “book” we are more than books.

Ms. Butts stated that she likes the bold blue and agreed that the pastel colors on the current logo are of one value. Ms. Butts noted that the signage over TechCentral is barely readable.

Ms. Butts stated that she also like the type setting but expressed that the silver over white and lettering in vertical angles are very difficult to read. However, the logo represents the Intersection of Light very well.

Ms. Peckham stated that the silver will be more effective on a darker background. In the next steps, more will be done with color exploration. The vertical angles show how flexible the mark is. With our existing mark, it is difficult to see how it can be oriented in different ways to fit the needs of a vertical banner. Ms. Peckham explained that we are looking beyond the logo to create building blocks to have a design system. Because there are so many facets of the Library, we want to make sure that it is also flexible so that it can be used in many different ways.

Mr. Hairston expressed his approval about the concept of The Intersection of Light but was unable to see the “light” concept in the logo.

Ms. Rina Uva stated that from discussions with the advisory committee and general survey conducted with staff, concept of The Intersection of Light represents a larger idea of what the Library is. We like how this is flexible and can evolve, grow and shift and change with the Library. Even during COVID, the Library is still seen as an amazing resource.

Ms. Rina Uva stated that while doing research and surveys, not one person said that we are a place for books. It was said that we are a place for resources or a wealth of things including services and our amazing collection. We like that this mark can represent a gem, sun, kaleidoscope or a reflection of things. This is a foundation and something we want to build upon and allow it to have the meaning that we want it to have.

Ms. Rina Uva stated that we will continue to check everything with the color blindness test to address the concern about the contrast. In our style guide, we could say while using the logo for a branded permanent piece like signage or a business card, we would use it straightforwardly. We can more flexible when using it for something with a different type of consequence like a tote bag or a button.

Ms. Rina Uva stated that the vertical letters also represents the idea of a book spine. The way in which we use it is dependent on the usage.
Finally, Director Thomas stated that while we are still in the midst of moving this forward, the response from the Board is valuable. Director Thomas stated that the concept of The Intersection of Light reflects exactly who we are. Director Thomas shared the example of the Nike logo and stated that logos are built to reflect what they meant after years of work. With this logo, the Library will build what it is in the work that we do.

Director Thomas asked that this information be taken back and revamped and brought back to the Board.

Ms. Parland stated that “people and space, need & want, neighborhood & city, and individual & community” should not only be reflected in our logo but the whole kit of parts. The photography that we use, the color palette that will be solidified, animation, things and things we post on social media should all talk about these facets that we are speaking of. It must be all of these things in concert and not just a singular image.

Ms. Rodriguez requested that the PowerPoint be shared with the Board.

Director Thomas and various Trustees thanked Ms. Rini Uva and Ms. Parland for their update.

**Finance Committee Members** (Mr. Seifullah, Chair)

Present: Alan Seifullah, Thomas Corrigan, John Hairston

Absent: Anthony Parker

Resolution to Accept Gifts for the Month of November

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Hairston seconded the motion, which passed unanimously by roll call vote.

Tenth Amendment to the Year 2020 Appropriation

Carrie Krenicky, Chief Financial Officer, stated that this is the final amendment for this year’s Appropriation. The Certificate of Estimated Resources has been updated to reflect an increase in the General fund by just over $6 million with most of that in the Public Library Fund and our Property Taxes. In the Special Revenue funds and the Endowment funds, we had to decrease revenue by about $1.3 million due to Endowment income. We are reducing the Appropriation in our Special Revenue fund by $639,007 and we are reducing our Appropriation in our Endowment fund by $15,000 because of not earning the Endowment income that we were expecting to earn, therefore not spending some of the Endowment funds this year.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.
Resolution Authorizing Transfer of Funds from the General Fund to the Debt Service Fund

Carrie Krenicky, Chief Financial Officer, stated that we are currently estimating our ending Unencumbered General fund balance to be just over $31 million and this will allow us to set aside $2,588,329.59 for debt service payments to be made in 2021. Therefore, we will need to transfer that amount from the General fund and appropriate it in next year’s Appropriation.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Year 2021 Annual Appropriation Measure

Carrie Krenicky, Chief Financial Officer, stated that the year 2021 Appropriation for the General fund will be in the amount of $60,651,191.92 for the General fund. 67.7% will be allocated towards salaries and benefits, just over $39 million; 12% will be allocated to library materials, about $6.8 million. The detailed schedules are attached to the resolution.

Ms. Krenicky stated that we will also be appropriating in our Other funds $13,756,280.89. The details are attached to the resolution.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Resolution to Accept Grant from the Cleveland Foundation for Expanding Digital Access

Shenise Johnson Thomas, Chief of External Relations and Development, stated that as a part of the Library’s digital equity efforts, we were able to secure nearly a $150,000 grant from the Cleveland Foundation. We will be able to purchase 200 Chrome Books: 5 for each of our 27 branch libraries. When we open our physical spaces, individuals will have access to desktops as well as Chrome Books to work on. In addition, with the grant we are able to purchase several charging panels so that individuals can be able to charge these devices. Each of our branches will receive that equipment.

In response to Ms. Rodriguez’ inquiry, Director Thomas stated that he believed that patron would have the ability to charge devices with the solar powered charging stations while in the branch parking lots.

Director Thomas thanked Ms. Johnson Thomas and the Foundation staff for their hard work on this securing this grant.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.
Resolution to Enter into an Agreement with HF Group LLC for Binding and Rebinding Library Service Materials

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Resolution Authorizing Fifth Amendment with Chilcote & Wright LLP for Legal Services Related to the Martin Luther King, Jr. Branch of the Cleveland Public Library

Bryan Szalewski, Director of Legal Affairs, stated that this resolution will allow the Library to continue moving forward with the revised and amended development agreement with the Developer of the Martin Luther King, Jr. Branch. This amendment will allow us to continue the retainer with Chilcote & Wright and report back to this Board every quarter with expenditures as has been done in the past with the Ogletree Deakins retainer and Bricker & Eckler.

Mr. Szalewski stated that Chilcote & Wright have been working diligently with him and John Lang, Chief Operating Officer, and the Developer to come up with a draft of a development agreement amendment. As this project progresses, we are going to need significant assistance from them in the coming months.

In response to Mr. Hairston’s inquiry, Mr. Szalewski stated that in a Plain Dealer article a few weeks ago, the newspaper indicated that the Developers had some financing that had been approved. However, the Library is still waiting approval for the financing of the tower.

Director Thomas stated that Mr. Lang will provide the Board with an update on the MLK project.

In response to Ms. Butts’ inquiry, Mr. Szalewski explained that we are working with Bricker & Eckler for only the Phase 1A & B projects of the Library’s Facilities aster Plan. They have neither performed work nor will perform work on the MLK Branch. Ogletree Deakins is an employment and labor law firm that we have relied on for assistance with employee and labor issues that have arisen over the past few years. Ogletree Deakins works with the Library on an as-needed basis.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Hairston seconded the motion, which passed unanimously by roll call vote.

Resolution to Ratify Agreement for Purchase of Electricity

Carrie Krenicky, Chief Financial Officer, stated that this resolution is to ratify the agreement for the purchase of electricity that we entered into on November 30, 2021. We entered into a fixed all-in price agreement with Energy Harbor, LLC, for a $4.12 per kWh for a three year term from August 2021 – August 2024.
In response to Mr. Seifullah’s inquiry, Ms. Krenicky stated that at the last Board meeting, the Board granted the authority for the Library to enter into a contract for either a fixed all-in agreement or a capacity pass-through agreement.

In response to Ms. Rodriguez’ inquiry, Ms. Krenicky explained that the Library’s current contract with Dynergy, Inc. is at $3.86 which is the lowest rate ever since deregulation. Our energy consultant informed us that we will never be able to achieve that again. At last month’s Board meeting, the Board granted authority for us to enter into either a capacity pass-through agreement or a fixed all-in agreement as there will be changes with the capacity.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Resolution Authorizing Contract with Delta Dental of Ohio for Employee Dental Benefits

Carrie Krenicky, Chief Financial Officer, stated that the Library’s current contract with Delta Dental expires at the end this year. This resolution seeks authorization to enter into a new agreement for 20 month term at the same rate we are currently paying.

After Ms. Rodriguez thanked Ms. Krenicky for her explanation, Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Resolution Authorizing Continuation of Lease of Vehicles from Enterprise FM Trust

Director Thomas stated that this is a continuation of a contract to lease vehicles from Enterprise while we determine what we will do with our trucks.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Resolution to Enter into an Agreement with Business Smarts for Hardware Maintenance

Carrie Krenicky, Chief Financial Officer, stated that the Library’s current agreement expires at the end of January 2021. This resolution seeks authorization to enter into a new one-year agreement with Business Smarts effective February 1, 2021 at a cost not-to exceed $99,521.38.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Resolution Authorizing Amendment to Agreement with Unique Management Services, Inc. for Material and Cash Recovery Services

Carrie Krenicky, Chief Financial Officer, stated that the Library’s agreement with Unique Management Services, Inc. expires at the end of this month. Because of the pandemic, we have not been referring our accounts to Unique for collection since March. Therefore, we still have a
remaining amount of just over $44,000 left on the purchase order that was authorized last year at an amount not to exceed $55,000. We need to amend the agreement to extend it for another year to the end of December 31, 2021 at the cost of what is currently on the purchase order which is $44,474.20.

Mr. Corrigan stated that Unique was very helpful at recovering the Library’s materials as well as collecting financial losses and wanted to make sure that the Library received all of the advantages from Unique apart from cash recovery.

Director Thomas stated that although Unique has continued with materials recovery services during this time, the Library has not sent accounts to Unique for collections since March.

In response to Ms. Rodriguez’ inquiry, Director Thomas confirmed that patrons do receive letters indicating that Library items and materials are overdue.

Mr. Corrigan stated that he did not want the COVID pandemic to cause the Library to lessen the importance of materials recovery.

Director Thomas stated that we will evaluate and monitor the status of Library materials that have not been returned during the pandemic.

Ms. Butts stated that it is likely that many of these items were returned during the time that the Library had opened to the public.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote

Resolution to Purchase Filters for Main Library, Louis Stokes Wing and Lake Shore Buildings’ HVAC Equipment from Air-Rite, Inc.

Carrie Krenicky, Chief Financial Officer, stated that Property Management requested quotes for prefilters, secondary filters and final carbon filters for Louis Stokes Wing, Lake Shore Facility and Main Library. Air-Rite, Inc. provided the lowest quote at $139,090.73.

Director Thomas stated that this price is actually lower from the last time we made this purchase in 2017 from Ketchum & Walton Co at the price of $146,456.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Hairston seconded the motion, which passed unanimously by roll call vote.

Resolution Authorizing Agreement with Squire Patton Boggs LLP for Agent and Lobbyist Services

Shenise Johnson Thomas, Chief of External Relations and Development, stated that this resolution is for the Library’s contract with Squire Patton Boggs, LLP, for agent and lobbyist services. Timothy Cosgrove, Partner, Squire Patton Boggs, will attend the Board of Trustees
Meeting in January to provide a legislative update as this is a General Operating Budget year and the PLF percentage is on the table.

Mr. Corrigan noted that in the past, he has abstained from voting on items regarding Squire Patton Boggs as his sister was an employee at Squires but not an equity partner. Mr. Corrigan stated that by abstaining, he could avoid any appearance issues. Because his sister is no longer an employee at Squires, Mr. Corrigan stated that he will vote on this item.

Mr. Seifullah motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

**Human Resources Committee Members** (Mr. Hairston, Chair)

Present: John Hairston, Alice Butts, Thomas Corrigan

Absent: Anthony Parker

**Regular Employment Report**

Mr. Hairston motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

**Resolution Authorizing Amendment to Employment Agreement with the Director of the Cleveland Public Library**

Mr. Hairston motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

**Resolution Authorizing Wage Increases for Non-Bargaining Unit Staff**

After stating the he, Ms. Rodriguez and Director Thomas have had extensive conversations on this item, Mr. Hairston motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

**Resolution for Special Closings and Holidays in 2021**

After stating that this is the standard listing of Special Closings and Holidays for the Library in 2021, Mr. Hairston motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

**Resolution to Revise the Human Resources Manual**

After stating that the revisions proposed for the Human Resources Manual are appropriate and meet the needs of the Library at this time, Mr. Hairston motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.
Resolution Authorizing Extended Emergency Paid Sick Leave Benefit

Mr. Hairston commended the Library administration for examining how to be equitable to our employees during COVID with this resolution.

Mr. Hairston motioned that this item would go to the full Board for approval. Mr. Corrigan seconded the motion, which passed unanimously by roll call vote.

Mr. Hairston adjourned the Joint Finance & Human Resources Committee Meeting at 1:05 p.m.