

CLEVELAND PUBLIC LIBRARY
Joint Finance & Human Resources Committee Meeting
October 16, 2018
Trustees Room Louis Stokes Wing
12:00 Noon

Present: Ms. Butts, Mr. Seifullah, Mr. Corrigan, Ms. Rodriguez, Mr. Parker

Absent: Mr. Hairston, Ms. Washington

Mr. Seifullah called the Joint Finance & Human Resources Committee Meeting to order at 12:09 p.m.

FINANCE COMMITTEE MEETING (Mr. Seifullah, Chair)

Present: Alan Seifullah, Thomas Corrigan, Vice Chair, Anthony Parker

Absent: None

Seventh Amendment to the Year 2018 Appropriation

Carrie Krenicky, Chief Financial Officer, stated that the Seventh Amendment includes an \$85,000 increase in the General Fund in the Library Materials category for the HotSpot Lending. We will be receiving \$50,000 from Huntington Bank through the Cleveland Public Library Foundation and we have already received \$35,000 from the Cleveland Foundation.

Director Thomas stated that the Library will send a letter of appreciation to Ms. Diane Downing, Huntington Bank, for supporting this important initiative.

In response to Mr. Parker's inquiry, John Skrtic, Director of Public Services, stated that there were 20 HotSpots per branch.

Ms. Krenicky stated that we borrowed from our Main Library book budget \$97,000 to get the HotSpot up and running.

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

Resolution to Accept Grant from Huntington Bank through the Cleveland Public Library Foundation for Mobile HotSpot Lending Program

Carrie Krenicky, Chief Financial Officer, stated that this resolution is to accept a grant of \$50,000 from the Huntington Bank through the Cleveland Public Library Foundation to allow the purchase of additional HotSpots for branches and Main Library.

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 Renew Agreement with Integrated Precision Systems, Inc. for Maintenance of People Counting Hardware, Software And Firmware

Mr. Seifullah stated that the Library has been working with Integrated Precision Systems, Inc., since 2013. This resolution is to continue the agreement with Integrated Precision Systems, Inc., with a 5% increase.

In response to Mr. Seifullah's inquiry, Carrie Krenicky, Chief Financial Officer, stated that this agreement is for another 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 the Cleveland Public Library to Enter into a Governance Agreement for Say Yes to Education Cleveland

Joyce Dodrill, Chief Legal Officer, stated that the Library is entering into a governance agreement with the Say Yes to Education, Inc., City of Cleveland, Cuyahoga County, Cleveland Municipal School District, The Cleveland Council of Administrators and Supervisors, the Cleveland Teachers Union, and the Cleveland Public Library, setting up the infrastructure of the Say Yes to Education program here in Cleveland.

Ms. Dodrill stated that the agreement calls for an Operating Committee of which the Library will have a representative and establishes a Community Leadership Council made up of elected officials, parents and community leaders. Our obligations under this agreement would be to provide support services which will be documented in a MOU which would be separate from this agreement; we will also work with other members to identify institutions of higher education for participation in the program. The program will provide support to Cleveland Municipal School District students and certain charter school students throughout their high school years to enable them to be ready to go to college and the goal is to work with these higher education institutions to provide programs and full scholarships.

In response to Ms. Rodriguez' inquiry, Director Thomas stated that there would be a cost for the Library's participation.

In response to Ms. Butts' inquiry, Director Thomas confirmed that an executive search for the Operations Director is currently underway.

Ms. Butts asked about the experiences that other cities have had with the Say Yes program.

Director Thomas explained that a number of different models have been done for Say Yes to Education in different cities. The idea is that different entities would come together to ultimately wrap services around students to prepare them for college.

Director Thomas further explained that if there was a student who needed legal and medical assistance, we could wrap those things around the student giving the student a better chance of success. Right now, all of those services are splintered and provided by separate organizations.

Ms. Butts asked if this would be provided to most needy students.

Director Thomas stated that these wrap around services would be available to every student in the Cleveland Metropolitan School District and a few charter schools. All of the money that is being given by the Cleveland Foundation and Gund Foundation will be pooled so that those who are hired can provide the service all together.

Director Thomas explained that the Library has 3 different programs for tutoring. We would pool all of this money for tutoring and we may just work with Tri-C who would be the tutor of choice for Say Yes. Tri-C or the Library would provide those services and give students a badge to swipe when coming for tutoring services counting the number of hours of service that are provided. In addition, yearly scores at the beginning and ending of services can be compared to determine success. The Library will probably take the lead on out of school learning.

Mr. Parker asked for the status of Cleveland being a Say Yes city.

Ms. Dodrill stated that it is not yet official. They are trying to put the infrastructure in place and have all of the agreements signed and in place prior to a public announcement.

Director Thomas stated that if they can make an announcement in December, they can give the scholarships to graduates in May.

Mr. Seifullah asked if the ultimate goal was that every graduate of CMSD would have a scholarship to college.

Ms. Dodrill stated that one of the qualifying factors the students must have is four continuous years in the Cleveland Municipal School District.

Director Thomas stated that one of the many benefits seen in other cities is that families of students who live in suburbs may find this a good reason to relocate back into the city so that their child can be able to take advantage of the program.

Mr. Seifullah asked if students could select any college that they preferred.

Director Thomas stated that there are over 135 schools that are already working with them to cut student costs.

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

Resolution to Amend Agreement with Dix & Eaton Incorporated for Public Relations Services for CPL 150

Timothy Diamond, Chief Knowledge Officer, stated that in June, the Board authorized an agreement with Dix & Eaton for the development of a communications plan and to provide strategic counsel to the CPL150 Work Group on the sesquicentennial celebration year. Dix & Eaton has developed the communications plan and we have been working with Ann Zoller to work out the details of all the events that will take place during 2019. Our first agreement was for \$54,000. Then we came back to the Board last month to ask for an additional \$28,000 to create brand elements. Dix & Eaton is currently finalizing those brand elements that will be shared with the Board in December.

Mr. Diamond stated that today we are asking for the money to implement the communications plan that Karin Bonev, Dix & Eaton Vice President, will present. This request also includes money for the media buy for a total of \$575,000 bringing the total agreement to \$657,000.

Mr. Diamond stated that before we went out for the levy and during our community vision planning, the community response time and again was that we do not do a good enough job at telling people what we do. This communication plan will not only inform people about the anniversary, it will position the Library to continue telling our story to our public and our stakeholders beyond the end of the sesquicentennial year.

Karin Bonev stated that the Library's 150th anniversary is an important milestone for the organization and the region. The communications for this milestone is an opportunity to tell a broader and in-depth story about the Library.

Ms. Bonev stated that this communications plan is designed to target a broader audience that includes people who are familiar with the Library and those who do not fully understand the relevance of the Library as a community asset and the services it offers. The anniversary creates a unique opportunity for the Library to strengthen its reputation.

Ms. Bonev shared copies of the 65-page plan with each of the trustees and presented an overview of the objectives, target audiences, considerations, strategy, and tactics detailed in the plan.

Mr. Corrigan asked for the deadline for the brand elements.

Ms. Bonev stated that a meeting will be scheduled soon with Deputy Director Wilson and Mr. Diamond to discuss taglines and from there Dix & Eaton will develop a logo and key messages. The goal is to have that fleshed out by early November. At the same time, Dix & Eaton will begin to work in other areas such as collecting featured milestones, photos, and stories that we would want to share and begin thinking through some of the other elements.

Mr. Seifullah asked there would be a kick-off event.

Ms. Bonev stated that the kick-off would happen at the Director's State of the Library address at the City Club in February. His address will launch the advertising and other tactics. This time between now and late January would be the preparatory phase.

Mr. Seifullah asked if everything would be done through Dix & Eaton or contracting out to other agencies.

Mr. Bonev stated that the media buyer is CMT Consulting and is a female owned business. As far as video production is concerned, the recommendation would be to work with a third party. A vendor has not been selected to date. Dix & Eaton has a list of videographers they have worked with in the past but they are open to expanding their selection beyond that list.

Mr. Corrigan asked if Ms. Zoller's contract was a part of this budget.

Mr. Diamond stated that Ms. Zoller's services as a subcontractor to Dix & Eaton are part of the original agreement and conclude at the end of the year. Before those services end, the CPL150 Work Group would need to determine if they will want to ask the Board to extend her services.

Ms. Bonev stated that she was excited and cannot wait to get this amazing story out and that this sets the stage for ongoing communication.

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 Agreement with June Garcia, LLC for Consulting Services

Jeremiah Swetel, Chief Operating Officer, stated that June Garcia has been working with the Library on the master planning process for collection development with Technical Services staff at Lakeshore. This resolution is to authorize an agreement with June Garcia, LLC, to increase her scope to include services for next year as we are planning an urban library symposium to be rolled out in December of this year. We are looking to utilize her on our service model including changes and updates.

Mr. Swetel stated that Ms. Garcia is very qualified and has a lot of experiences with libraries and understands the trends and this region and is beginning to understand how Cleveland Public Library operates.

Director Thomas stated that when Ms. Garcia arrived, she challenged us not to just be one of the best libraries in the country but one of the best libraries in the world. Ms. Garcia would like to bring Rolf Hapel, Director of Citizens' Service and Libraries City of Aarhus, Denmark and is currently Professor of Practice, University of Washington Information School, to Cleveland Public Library on December 5 for an all-day symposium.

Director Thomas stated that Ms. Garcia wants to also challenge the Board to be more involved in IFLA.

Mr. Corrigan stated that he is familiar with Ms. Garcia and her work and looks forward to her lending her expertise to the Library.

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

HUMAN RESOURCES SERVICES COMMITTEE MEETING (Ms. Butts, Vice Chair)

Present: Alice G. Butts, Thomas Corrigan, Anthony Parker

Absent: John Hairston, Chair

Resolution Offering Retirement Incentive for Active Employees

Carrie Krenicky, Chief Financial Officer, stated that in an effort to reduce the Library's operating budget, the Library Administration would like to offer a retirement incentive of \$10,000 to all full-time employees who have active status as of October 18, 2018, under the following conditions:

- Employees must have at least 10 years of employment with the Cleveland Public Library to be eligible to participate in this program;
- Retirement paperwork must be submitted to OPERS with notice to CPL between the dates of October 19, 2018 and November 30, 2018;
- Participating employees must be retired no later than December 22, 2018;
- The maximum number of employees eligible for the retirement incentive will be 25.

Ms. Rodriguez asked how many employees were eligible for the retirement incentive.

Ms. Krenicky stated that although we do not know all of the service time employees may have, there are about 30 or more who could retire with an unreduced benefit. We have over 100 that are eligible to retire with both unreduced and reduced benefits.

Mr. Corrigan stated that we have been aggressive on succession planning over the years and asked if we could be surprised if there would people we could not replace.

Tena Wilson, Deputy Director/Chief of Staff, stated that there has been a lot of work in developing the future of the Human Resources Department. That topic is a part of our near future.

Mr. Corrigan expressed his concern about offering the retirement incentive prior to a succession plan.

Ms. Rodriguez agreed that it is likely that a lot of knowledge could be lost.

Director Thomas stated that while there may be some surprises, many of those who may be interested in retirement may choose to continue to work at the Library.

Mr. Seifullah stated that the Library has a history in attracting very talented new employees.

Shenise Johnson Thomas, Chief of External Relations and Development, stated that as a result of Director Thomas' vision to engage CPL retirees, we will be officially launching the Retirees Group during the 150th anniversary. There is a breadth of institutional knowledge in the Retiree Group that we can leverage and we want to stay connected with them.

Director Thomas stated that we have had a policy of not rehiring retirees and we are rethinking that. This discussion will continue during an upcoming Executive Session.

Ms. Butts 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. Corrigan adjourned the Joint Finance & Human Resources Committee Meeting at 1:00 p.m.