

AKRON-SUMMIT COUNTY PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
JULY 31, 2014
COMMUNITY ROOM, NORTHWEST AKRON BRANCH LIBRARY

President William D. Rich called the meeting of the Board of Trustees of the Akron-Summit County Public Library to order at 4:05 pm at the Northwest Akron Branch Library. The following members of the Board answered the roll call: Lolita Adair, Sandra Auburn, William D. Rich, Bernard Rochford, and Ray Weber. John Frola, Jr., and Mark Jackson, Sr. were absent. Present from Library staff were David Jennings, Michelle Scarpitti, Carrie Burrier, Carla Davis, Kristin Henry, Eileen Herbert, Pam Hickson-Stevenson, Ann Hutchison, Vickie King, Lisa Peercy, Carl Roxbury, Val Sherman and Barb White.

Mrs. Adair moved, seconded by Mr. Rochford, to adopt the agenda for the July 31, 2014 meeting. The roll call vote followed: Mrs. Adair, Dr. Auburn, Mr. Rich, Mr. Rochford and Mr. Weber all voted aye. The motion carried. 14-46
AGENDA

Dr. Auburn moved, seconded by Mr. Rochford, to adopt the minutes of the June 26, 2014 meeting. Mr. Rich stated that in paragraph three, the second sentence should read "*There being no discussion, the roll call vote followed.*" The roll call vote to adopt the June minutes as amended followed: Dr. Auburn, Mr. Rich, Mr. Rochford and Mr. Weber voted aye. Mrs. Adair abstained. The motion carried. 14-47
JUNE
MEETING
MINUTES

Mr. Rich thanked the staff of the Northwest Akron Branch Library for hosting the Board meeting. He also commented that he is impressed by the variety and quantity of interesting programs being held at Branches and Main Library. Mr. Rich wanted to compliment the staff on all the excellent programming work being done. He added that after looking at numbers in the financial report, he is acutely aware of the fact that in order for the Library to sustain itself in its current form, and certainly to advance, the Library is going to need more revenue in the form of a property tax levy. The Board has discussed this and will discuss it more, but it is clear that something needs to be done. The Library has found ways to economize, some of which have been beneficial. But reducing expenditures also has been done on the backs of the employees, both in terms of workload and lack of salary increases. He stated the time has come to work on this. PRESIDENT'S
REMARKS

Michelle Scarpitti, Fiscal Officer, presented the financial report for June 2014. 14-48
JUNE
FINANCIAL
REPORT
[The financial report is appended to the minutes.]

Mr. Rochford moved, seconded by Mr. Weber, to adopt the financial report for June 2014. The roll call vote followed: Mrs. Adair, Dr. Auburn, Mr. Rich, Mr. Rochford and Mr. Weber voted aye. The motion carried.

Ms. Scarpitti presented the donor/gift list and reported that in June the Library received \$1,058.35 in monetary donations. In addition, there were four pages of material donations.

Mrs. Adair moved, seconded by Dr. Auburn, acceptance of the donor/gift list with great appreciation. The roll call vote followed: Mrs. Adair, Dr. Auburn, Mr. Rich, Mr. Rochford and Mr. Weber voted aye. The motion carried. 14-49
DONOR/GIFT
LIST

Ms. Scarpitti presented the investment report for June 2014.

[The investment report is appended to the minutes.]

Lisa Peercy, Human Resources Director, presented the Personnel Report for July 2014. She reported a change to the report; Alexandria Chaplin, shown under Selections, accepted a position elsewhere and did not start with the Library. Ms. Peercy requested she be removed from the report. Ms. Peercy also highlighted the retirement of a long-term Library employee, Dana Beezley-Kwasnicka, who has been the manager of the Business & Government Division for the last 24 years.

**AKRON-SUMMIT COUNTY PUBLIC LIBRARY
Personnel Report – July 2014**

RESIGNATIONS:

<u>Employee</u>	<u>Classification</u>	<u>Date</u>	<u>Agency</u>
Archer, Justin	Student Assistant	06.14.14	Norton
Griggs-O’Neal, Ja’Parrish	Student Assistant	06.14.14	Maple Valley
Guilmette, Cory	Student Assistant	07.24.14	Firestone Park
Keith, Telayne	Student Assistant	07.29.14	Kenmore
Kozick, Gregory	Network Services Coordinator	08.01.14	Information Technology
Lindsey, Amy	Student Assistant	06.28.14	Cult & AV
Reardon, Megan	Student Assistant	06.28.14	Nordonia Hills
Willett, Andrew	Student Assistant	07.26.14	Fairlawn-Bath

SELECTIONS:

<u>Employee</u>	<u>Classification</u>	<u>Date</u>	<u>Agency</u>
Chaplin, Alexandria	Student Assistant	07.28.14	Firestone Park

CHANGE OF STATUS:

<u>Employee</u>	<u>Classification</u>	<u>Date</u>	<u>Agency</u>
Oglesby, Kassandra	Personal Leave of Absence without pay Public Service Assistant II (full-time) 07/3 (\$13.99/hr)	07.07.14	Goodyear
Smith, Marilyn	Medical Leave of Absence without pay Public Service Assistant II (part-time) 07/1 (\$13.18/hr)	06.30.14	Nordonia Hills
VanDerSchyf, Sophia	Public Service Assistant II 07/1A (\$13.38/hr) Public Service Assistant III 10/1 (\$18.58/hr)	07.01.14	Kenmore Children’s Library

RETIREMENT:

<u>Employee</u>	<u>Classification</u>	<u>Date</u>	<u>Agency</u>
Beezley-Kwasnicka, Dana	Division Manager	09.30.14	Business & Government

RETIREMENT: (comments)

Dana Beezley-Kwasnicka

11/12/79 - 08/21/85 -- Librarian II, Philosophy, Religion & Education
08/22/85 - 05/20/90 -- Librarian II, Business, Labor, Government
05/21/90 - 12/20/97 -- Librarian IV, Business, Labor, Government
12/21/97 - 09/30/14 -- Division Manager, Business & Government
10/01/14 - Retirement

NUMBER OF STAFF MEMBERS

	<u>07.19.11</u>	<u>07.19.12</u>	<u>07.18.13</u>	<u>07.11.14</u>
Full-Time Staff:	268	261	258	255
Part-Time/Job-Share Staff:	48	38	40	47
Student Assistants:	73	84	93	81
Total number of Staff:	397	383	391	383
Full-Time Equivalents	307	293	295	292

NOTE: These numbers cannot be compared from month to month for the following reason: the numbers may not reflect additions and deletions to the payroll system as the changes are made immediately prior to or after the date the personnel action is effective.

Mr. Rich requested the Personnel Report be amended by deleting the selection of Alexandria Chaplin. Dr. Auburn moved to amend, and Mr. Weber seconded the motion. The motion to amend passed unanimously. There being no additional discussion on the July Personnel Report, the roll call vote followed: Mrs. Adair, Dr. Auburn, Mr. Rich, Mr. Rochford, and Mr. Weber all voted aye. The motion carried. 14-50
JULY PERSONNEL REPORT

Mr. Jennings thanked Tricia Twarogowski and the staff of Northwest Akron for hosting the July Board Meeting. DIRECTOR'S REPORT

Mr. Jennings stated that in early August the Library is launching a campaign to raise public awareness of the digital content offered by the Library. Many do not know that the Library loans e-books or that the Library provides digital magazines and research databases. The campaign theme is "Your Library: Value In Every Character." The new awareness campaign will replace the "Connecting You" campaign, in place since 2011. E-CONTENT PUBLIC AWARENESS CAMPAIGN

Mr. Jennings said the campaign is designed to replicate a user "searching" a mobile device or PC toolbar for digital content: e-books, audio books, databases (online resources), e-magazines and social media. Because each keystroke is a character, a variety of characters are used in the campaign graphics to reinforce the message about electronic content. The concept reflects the Library's effort to embrace customers' increasing use of mobile devices to obtain digital information and entertainment.

Mr. Jennings reported this campaign was engineered by Marketing Director Carla Davis and the Marketing & Communications Department team. Campaign marketing components will include social media messages, radio commercials, print and online ads, street pole banners, business card-sized bookmarks, posters, Library vehicle and bookmobile signs, Metro RTA bus signs, retractable banners and on-hold messaging.

Mr. Jennings also said that as work is completed on mobile printing, online registration, increased Wi-Fi, and a new mobile Library app over the next few months,

announcements will be incorporated into the e-content campaign theme for the remainder of 2014.

Mr. Jennings stated that in December 2011, the Director's Report to the Board described a "community engagement model for the future." That was the beginning of an evolving process that, less than three years later, sees Library staff engaging with their communities in unprecedented ways and at an unprecedented level of activity. The Library now has 61 staff members engaging in 100 different community engagement relationships throughout the service area.

COMMUNITY ENGAGEMENT

Mr. Jennings stated these include 22 neighborhood improvement organizations, 5 historical societies, 6 local chambers of commerce, 6 school systems, 12 service organizations, 9 educationally-focused groups, 9 social service agencies, and 7 community event-planning committees (complete list below). Most of these relationships between the Library and key local community groups consisted, at best, of a nodding acquaintance in the past; now a Library staff member regularly attends meetings of those groups. Rather than visiting and talking about the Library *across the table* once every few years, staff members now have seats *at the table*.

Mr. Jennings reported that Barb White, General Manager of Branch Libraries, has provided key leadership and vision in making the idea of community engagement a reality in the Library system. With her encouragement, staff have embraced this concept in ways many had not anticipated.

Through community engagement relationships, the Library can be in the middle of local activity, contributing in ways the Library simply had not done formerly. As active participants in community efforts and initiatives, the Library staff can demonstrate the Library's value in an ongoing fashion.

ASCPL Community Engagement July, 2014

ACE (A Community Effort -- to bring about positive neighborhood change)

Akron Area Association for Education of Young Children

Akron Film and Pixel

Akron Metropolitan Housing Authority Hope VI Task force

Akron Public Schools English Language Arts Text Steering Committee

Akron Public Schools STEM

Akron Reads

Akron Roundtable

Akron Summit Community Action Head Start Policy Council

American Heart Association Heartwalk Logistics Committee

American Legion Auxiliary Wendell Willkie Post 19

Asia Services in Action, Inc.

Autism Society of Greater Akron

Barberton-Norton-Wadsworth Peace Group

Bath Township Historical Society and Museums

Bath Parks Committee

Bath Volunteers for Service

Bereavement Support Group

Canton Inventors Association

Cascade Village Enrichment Center

Christ Child Society

Circles
City of Akron Holocaust Commemoration Committee
Community Support Services
Conservancy for the Cuyahoga Valley National Park Program Committee
Copley-Fairlawn Kiwanis
Countryside Conservancy
Creating Healthy Community -- SCPH
David Hill School (APS)
Downtown Akron Partnership
Downtown Akron Partnership Emerging Leaders
Earned Income Tax Credit Alliance
Ellet Community Center
Fairlawn Area Chamber of Commerce
Firestone Park Community Center
First Glance
Get to Know the City of Green
Global Village Festival Committee
Green Chamber of Commerce Expo
Green Local Schools
Green Task Force
Healthy Community Healthy Young (Copley-Fairlawn)
Health Communities Healthy Young (Bath-Richfield)
Highland Square Block Watch
Hillcrest (Revere) School PTA
International Soap Box Derby
Inventors Connection of Greater Cleveland
Junior Achievement of North Central Ohio
Keep Your \$ in Green
Kenmore Board of Trade
Kenmore Kiwanis
Lawndale School
Locust Pediatric Care Group
Loving Hands Preschool
Mogadore Community Garden
Mogadore Community Leaders Group
Mogadore Historical Society
Mogadore Local Schools
Nordonia Hills Chamber of Commerce
Nordonia Hills Preschool Parents
Nordonia Hills Schools
Nordonia Hills Schools Curriculum Advisory Council
Northfield Emergency Assistance Center
North Hill Community Leaders
Norton Cider Festival
Norton City Schools
Norton Historical Society
Portage Lakes Historical Society
Portage Lakes Kiwanis
Portage Path CLC
Port-Summit Rotary
Project Learn of Summit County

Project Ujima
Revere Community CARE
Revere High School Gay Straight Alliance Club
Revere STEM
Revere Schools Strategic Planning
Revere Schools Summer Reading Planning Committee
Richfield Chamber of Commerce
Richfield Mayor's Office
Richfield Village Parks & Recreation
RIGHT – Residents Improving Goodyear Heights Together
Roswell Kent Middle School
Rubber City Radio Group
Summit County First Things First
Summit County Public Health Environmental Health Division
Summit County Re-entry Network
Summit Education Initiative
Summit for Kids
Tallmadge Historical Society
Tallmadge Circle Festival
Tallmadge Chamber of Commerce
This City Reads
United Way of Summit County
Veterans Writing Group
Ward 7 Councilman
West Akron Mom's Club
West Hill Neighborhood Organization
Windemere School PTA
Women's Board of Catholic Charities of Summit County

Mr. Jennings said very recent news about state and local funding in 2015 was mixed, but does provide the first glimmer of positive news in the past six years.

STATE AND
LOCAL FUNDING

First, the Ohio Dept. of Taxation's 2015 estimate for Summit County's portion of the Public Library Fund (PLF) is 8.9% higher than the original estimate for 2014. The Library based the 2014 budget number for the PLF (\$10,654,859) on that original 2014 estimate. The 2015 estimate translates to about \$11,599,000 for the Library system, according to the current Summit County library trustees' formula.

Meanwhile, the news on property tax value in Summit County will likely mean another reduction in the value of the Library's 1.4 mill levy. According to the article in the Akron Beacon Journal, overall residential and agricultural property values dropped 2.3% in the county in the most recent reappraisal. When those revised values are used to calculate the collection from the levy, the Library will probably see a reduction of about \$250,000-\$300,000 beginning in 2015.

When viewed together, the Library may see an overall increase in 2015 revenue of perhaps \$600,000. Such an amount would be very helpful in preparing what looks to be another tight budget next year; a 27th payroll in 2015 adds significantly to the challenge.

Finally, any optimism about next year's budget must be tempered with knowledge that

more taxation-related changes may be coming from the Ohio General Assembly that may affect the PLF. This also does not change the Library's long-term need for additional funding in a meaningful way. If these estimates were to hold true for 2015, total Library revenue would be approximately \$23 million, \$3.8 million less (14%) than 2008 revenue of \$26.8 million.

Mr. Jennings stated that as preparations begin for making the case to voters in May 2015, the Library will also continue to be engaged in the effort to preserve the state funding. Both are crucial to the on-going vitality of the Library system.

Mr. Jennings announced the Library agreed to partner with United Way and the Akron Rubber Ducks in an effort to collect school supplies. Throughout the month of August a collection receptacle will be placed at Main Library and branches for donations to "Stuff the Bus" at Canal Park.

There were no reports from Senior Staff.

SENIOR STAFF

Mr. Rich stated there were no requests for Public Participation.

PUBLIC
PARTICIPATION

There being no further business, Mr. Rich adjourned the meeting at 4:55 pm.

ADJOURNMENT

President

Secretary