

# **MEDINA COUNTY DISTRICT LIBRARY MINUTES OF THE BOARD OF TRUSTEES MEETING**

**March 17, 2014**

The Medina County District Library Board of Trustees met in regular session on Monday, March 17, 2014 at the Buckeye Library. With a quorum present, President Maria Griffiths called the meeting to order at 6:12 p.m. upon delayed arrival of two trustees.

**Roll Call** was taken with the following members noted as present: Maria Griffiths, Mary Ogden, Robert Tomaselli, Kate Dunlap and Brad Rice. Library staff members in attendance: Carole Kowell, Director; Kelly Kroll, Fiscal Officer; Theresa Laffey, Assistant Director; Sylvia Williams, Collection Resources Manager; Julie Carragher, Human Resources Manager; Holly Camino, Buckeye Branch Manager; Susan Ungham, Brunswick Branch Manager; Marilyn Plitt, SEIU President and Lisa Buzalka, Deputy Fiscal Officer acting as recording secretary.

**Approval of the Agenda** - A motion to approve the agenda as distributed was made by Ms. Dunlap and seconded by Mr. Tomaselli. Ms. Kowell requested that item A. *Coffee Café in Medina and Brunswick* be removed from the March agenda to allow more time for involved parties to prepare information to be presented to the Board. The agenda as revised was approved unanimously.

**Recognition of Guests and Comments from the Public** – Dr. Griffiths welcomed all in attendance. There were no guests.

**Disposition of Minutes** – A motion to approve the February 17, 2014 minutes was made by Mr. Rice and seconded by Mr. Tomaselli. Ms. Dunlap chose to abstain having been absent at the February meeting. All other members present voted unanimously to approve the minutes.

**Financial Report**– Fiscal Officer Kelly Kroll provided to the Board the financial statements for February. She reported that receipts totaled about \$2,728,531 and expenditures were about \$799,375. The unexpended balance of \$12,424,797 minus outstanding encumbrances of \$1,951,777 left an ending balance of \$10,473,092 in all funds. Ms. Kroll reported that the large sum of revenue was due to the collection of real estate taxes in February. She noted that the next collection will occur in October, 2014.

In February, investments earned about \$1,971 with a principal of about \$12,567,369 in bank accounts and investments at an average interest rate of .273%. Ms. Kroll explained that, since interest rates are not expected to rise in the near future, she is moving towards purchasing longer-term investments with higher interest rates and laddering maturity dates to increase yield while providing cash flow.

The PLF was down 2.5% in February, but still shows a slight increase year-to-date. The fund is expected to be down a little bit this year due to a change in the collection process. Ms. Ogden asked one of the figures on the PLF report was a year-to-date figure. Ms. Kroll answered that it must be and she will verify this when she returns to the office.

Ms. Kroll acknowledged to Mr. Tomaselli that she had received his e-mailed questions concerning some advertising expenses. She explained that she has detailed information from the Community Relations manager and could provide any documents he needed. Mr. Tomaselli expressed doubt in the decision to spend funds in print marketing and billboards. Ms. Kowell explained that, even though the library is a public entity, it functions similarly to a business in that there has to be a means to communicate to the consumer what services are offered. The billboard and local cable advertising are two mediums chosen and will be assessed for effectiveness. She also noted that advertising in the local newspaper ensures a positive relationship which increases the likelihood that the paper will be more inclined to feature the library in news articles.

Dr. Griffiths asked what MM stood for on the investment report and why those accounts had no maturity date. Ms. Kroll responded that it refers to Money Market accounts. Asked why there was money kept in these accounts when the return is so little, Ms. Kroll responded that several of the banks with which MCDL has investments in CDs require a pass-through account for maturing and reinvesting funds and also have a minimum balance requirement to avoid paying fees. She noted that it is necessary to keep a fair amount of funds liquid for monthly operating expenses and construction costs.

A motion was made by Mr. Tomaselli and seconded by Ms. Ogden to approve the Financial Report. The motion carried unanimously.

**Director's Report:** Carole Kowell reported on the MCDL statistics occurring during the month of February and was pleased that the "Geek the Library" campaign was going well. February programs were focused on music and the arts with featured performances by the Cleveland Chinese Musical Ensemble and the Canton Symphonyland Story Time. Art in Action was another success.

Ms. Kowell was very proud to announce that MCDL Outreach Early Childhood Librarian Dawn Roginski recently became a published author when her book *A Year in the Story Room* was published by the American Library Association. She read aloud Ms. Roginski's dedication to her MCDL family.

The PLA conference had taken place the week prior to the March Board meeting with Ms. Kowell and a few MCDL staff in attendance. She reported that the group had come back with a number of new ideas and were excited to investigate them further and put some to use.

Dr. Griffiths commented that she was happy to see that the after-hours Band program at Brunswick had been so well attended by young adults. Ms. Kowell added that the after-hours event at Medina featuring novelist James Renner had also been very successful with 70 attendees. There had been concern of slow ticket sales for the Renner event prompting the decision to run some ads in the local paper which resulted in the desired attendance.

Ms. Ogden noted that the statement of circulation numbers on the report should read “February” instead of “March” and the correction was made.

The February **Personnel Report** was reviewed and a motion was made by Mr. Tomaselli and seconded by Ms. Ogden to approve the report as distributed. The motion was carried unanimously.

**Board Committee Reports:** No Committees met

**Unfinished Business:** none

**New Business:**

**B. OrangeBoy Branch Usage Study Approval and Appropriation:** Ms. Kowell presented a proposal to hire OrangeBoy, Inc. to study the customer service experience at all branches. The company would then submit its findings and offer suggestions and solutions to improve areas where it is needed and provide follow-up. Several libraries which had successfully implemented the OrangeBoy procedures were cited for reference. Other companies providing similar services had been investigated, but OrangeBoy provided the best service at the lowest cost.

Mr. Tomaselli and Dr. Griffiths both asked if the staff would be approached or questioned during observation. The staff will not be approached as the observers wish to remain anonymous. Mr. Rice asked if the observers would visit each branch. Ms. Kowell advised that the company would be provided with an overview of each branch so that they could plan their visit at times optimum to individual branches. It was suggested by Dr. Griffiths that Lodi not be studied until the permanent location is open.

**Resolution 14-14:** Upon a motion made by Ms. Ogden and seconded by Mr. Tomaselli, it was resolved that: The Medina County District Library Board of Trustees hereby authorizes the Director to enter into a contract with OrangeBoy, Inc. for the sum of \$18,500 for a Branch Usage Study. Roll call vote was taken and the motion passed unanimously.

A resolution was required to appropriate the funds to hire OrangeBoy, Inc.

**Resolution 14-15:** Upon a motion made by Mr. Tomaselli and seconded by Ms. Dunlap, it was resolved that: The Medina County District Library Board of Trustees hereby approves the following increase in appropriations in the 101 General Fund:

101-5-3700 Professional Services	\$ 18,500.00
<b>Total</b>	<b>\$ 18,500.00</b>

Roll call vote was taken and the motion passed unanimously.

**C. Lodi Update:** Ms. Kowell reported that progress at the Lodi building site was moving smoothly and on schedule. She stated that Bricker and Eckler representatives will be presenting an update of the pending litigation at the April meeting.

Mr. Tomaselli requested copies of all attorneys' invoices applicable to the case. He also asked if the trustees might be able to tour the building before the opening. Ms. Kowell said that she would arrange for the tours, but would need to take care to separate the Board so that a quorum not be assembled at any time while touring the facility.

**D. Lauren Building Company; Change Order #1:** Changes to tasks being performed by the Lauren Building Company resulted in a change order which required approval of the Board.

**Resolution 14-16:** Upon a motion made by Ms. Ogden and seconded by Mr. Tomaselli, it was resolved that: The Medina County District Library Board of Trustees hereby approves Change Order #1 to Lauren Building Company in the amount of (\$12,288.25) for changes outlined on these documents. \*

**E. Increase in Appropriations in 701 Endowment Fund for Lodi Tile and Carpeting:** The contract with Lauren Building Company for the Lodi Partial Interior Renovation project (Phase 2) stated that carpet and tile in the circulation desk area were to be provided by the library but installed by Lauren. The amount of materials needed to be determined before seeking quotes. That amount had been determined and quotes had been received. An approval of appropriations was needed to move ahead with the project.

**Resolution 14-17:** Upon a motion made by Ms. Ogden and seconded by Mr. Tomaselli, it was resolved that: The Medina County District Library Board of Trustees hereby approves the following increase in appropriations in the 701 Endowment Fund:

701-5-5400 Building Improvements	\$ 7,465.31
<b>Total</b>	<b>\$ 7,465.31</b>

Roll call vote was taken and the motion passed unanimously.

**F. Donations:** Upon motion made by Mr. Rice and seconded by Ms. Dunlap, the following donations were accepted with gratitude. The motion was carried unanimously.

1. Friends of MCDL: donated \$2000 for the STAR Committee and Volunteer Recognition
2. Janet Marchisio: donated *Fairminded Fran and the Three Small Black Community Cats*
3. Ohio Genealogical Society: donated a Highland 2011 *Highlander* Yearbook
4. Inflatable Images: donated *Cool Dog* inflatable for Pet Palooza valued at \$640

**Trustee's Comments:** All Trustees thanked the Buckeye staff for the fine hospitality and food.

Bob Tomaselli was thankful for being kept updated on the Lodi progress and commended the staff for keeping the project on track and on budget.

Mary Ogden wished everyone a Happy St. Patrick's Day.

Brad Rice thanked Ms. Ogden for getting him to the correct location for the meeting when he had mistakenly arrived at Medina.

Dr. Griffiths wished to express her congratulations to Dawn Roginski on publication of her book.

**Adjournment:** Upon motion made by Mr. Rice and seconded by Ms. Dunlap, the meeting was adjourned at 7:26 p.m. The motion was carried unanimously.

\*Supporting documents are kept on file and are viewable at the Medina County District Library administrative office.

**NEXT BOARD MEETING**  
**Monday April 21 at 6:00 p.m. at the Medina Library**

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**Mary Ogden**  
**Vice President**

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**Robert Tomaselli**  
**Secretary**