

WILLOUGHBY-EASTLAKE PUBLIC LIBRARY Regular Meeting of the Board of Trustees
Monday, May 17th, 2021, 6:00 p.m. Held virtually via Zoom pursuant to House Bill 404, passed by the
Ohio General Assembly on November 23, 2020.

CALL TO ORDER

The meeting was called to order by President Monin at 6:05 p.m.

Present: Mrs. El-Khoury, Mr. Mackey, Mr. Monin, Mrs. Petruccio, Mrs. Roche, and Mrs. Roseum.

Absent: Mr. Buttari

Also present:

Director Rick Werner; Deputy Director Eric Linderman; Fiscal & Compliance Officer Vicki Simmons; Administrative Assistant Trisha Lastoria; WEPL staff and other interested observers.

Additions to the agenda: no additions

Citizen’s Comment:

Rachael Chicone from Willowick Library asked the Board when revising the mask guidelines for patrons to keep in mind the children that are 11 and under that are not vaccinated. Colleen Kelly thanked the Board for approving Staff Development Day.

President Monin presented the following minutes:

- April 19, 2021 Regular Meeting of the Board of Trustees
- April 26, 2021 Special Meeting of the Board of Trustees

MOTION 49-21

Mrs. Petruccio moved and Mrs. Roche seconded that the following minutes be approved as presented.

On roll call the following vote was cast: Mr. Buttari, “Absent”; Mrs. El-Khoury “Yes”; Mr. Mackey, “Yes”; Mr. Monin, “Yes”; Mrs. Petruccio, “Yes”; Mrs. Roche, “Yes”; Mrs. Roseum, “Yes”. Motion carried.

- April 19, 2021 Regular Meeting of the Board of Trustees
- April 26, 2021 Special Meeting of the Board of Trustees

FISCAL OFFICER’S REPORT

| PLF | 2020 | 2021 | % Increase |
|------------|---------------|---------------|-------------------|
| May | \$ 135,481.42 | \$ 197,356.56 | 45.67% |
| YTD | \$ 762,864.67 | \$ 877,612.29 | 15.04 % |

MOTION 50-21

Mrs. Roseum moved and Mrs. Roche seconded that the Board approve the April, 2021 Fiscal Officer’s report:

APRIL LIST OF BILLS PAID: \$ 566,239.74

APRIL FINANCIAL STATEMENT: YTD

| | RECEIPTS | EXPENDITURES | BALANCES |
|--|-----------------------|-----------------------|-----------------------|
| General Fund | \$3,432,387.55 | \$1,972,927.13 | \$2,629,471.76 |
| Grants | \$0.00 | \$0.00 | \$0.00 |
| Corona Virus Relief Fund Public Library | \$1.61 | \$3,746.51 | \$7,288.71 |
| Capital Projects Fund | \$201.45 | \$0.00 | \$1,732,549.28 |
| Building Construction | \$0.00 | \$0.00 | \$0.00 |
| Computer Information | \$0.00 | \$25,070.16 | \$34,609.41 |
| Eastlake Coal Plant | \$0.00 | \$0.00 | \$0.00 |
| Worrallo Trust | \$0.00 | \$0.00 | \$15,237.99 |
| TOTALS | \$3,432,590.61 | \$2,001,743.80 | \$4,419,157.15 |

APRIL INVESTMENTS: \$2,238,925.58

On roll call the following vote was cast: Mr. Buttari, “Absent”; Mrs. El-Khoury “Yes”; Mr. Mackey, “Yes”; Mr. Monin, “Yes”; Mrs. Petruccio, “Yes”; Mrs. Roche, “Yes”; Mrs. Roseum, “Yes”. Motion carried.

MOTION 51-21

Mrs. Roche moved and Mrs. Roseum seconded that the Board approve the proposed 2022 tax budget.

On roll call the following vote was cast: Mr. Buttari, “Absent”; Mrs. El-Khoury “Yes”; Mr. Mackey, “Yes”; Mr. Monin, “Yes”; Mrs. Petruccio, “Yes”; Mrs. Roche, “Yes”; Mrs. Roseum, “Yes”. Motion carried.

COMMITTEE REPORTS

AUDIT (Roseum, Buttari, El-Khoury, Tyler-citizen) *did not meet*

BUILDINGS (Petruccio, Buttari, Roche) *did not meet*

FINANCE AND PLANNING (Roche, Mackey, Roseum) *did not meet*

PERSONNEL (Mackey, El-Khoury, Roseum)

did not meet

MOTION 52-21

Mrs. Petruccio moved and Mrs. El-Khoury seconded that the Board approve the Personnel Actions report as presented.

On roll call the following vote was cast: Mr. Buttari, “Absent”; Mrs. El-Khoury “Yes”; Mr. Mackey, “Yes”; Mr. Monin, “Yes”; Mrs. Petruccio, “Yes”; Mrs. Roche, “Yes”; Mrs. Roseum, “Yes”. Motion carried.

POLICY (Buttari, Petruccio, El-Khoury)

Mr. Monin stated that the committee met prior to this meeting and discussed the challenges that the Library faces with the new CDC guidelines and the revisions to the Video Game Circulation policy.

MOTION 53-21

Mrs. Roseum moved and Mrs. Petruccio seconded that the Board approve the changes to the Video Game Circulation Policy as amended.

On roll call the following vote was cast: Mr. Buttari, “Absent”; Mrs. El-Khoury “Yes”; Mr. Mackey, “Yes”; Mr. Monin, “Yes”; Mrs. Petruccio, “Yes”; Mrs. Roche, “Yes”; Mrs. Roseum, “Yes”. Motion carried.

ADMINISTRATION REPORT

Director’s Report/Rick Werner

[Eastlake Renovation](#)

The Library received six proposals from architectural/design firms in response to the Request for Qualifications for the Eastlake Library renovation project. All are Northeast Ohio companies. I have consulted with Diane Petruccio (Chair of the Buildings Committee) and Nick Monin about a timeline for the review of the proposals.

A staff committee (consisting of Amy Winter, Tom Johnson, Vicki Simmons, Eric Linderman, and me) will review and score the proposals, following the requirements of the Ohio Revised Code. We will share the ranked proposals with the Board and will plan for a meeting (hopefully the week of June 14) for the Board to interview the three firms who scored the highest.

If we can keep to this timeline, the Board should be in a position to choose a design firm at the June 21st Board meeting.

[WEPL Operating Procedures](#)

With the State decision to end the majority of the COVID-19 public health orders on June 2nd, we will begin to work on a revision to the Library’s operating procedures to harmonize them with the new environment.

The Ohio Library Council is holding a set of virtual meetings on May 20 and 21 for public libraries to discuss how to approach the next phase of the COVID response. The Lake County Library directors’ group is seeking guidance from the Lake County General Health District and the County Prosecutor’s office about how libraries should consider revising their current operating procedures.

We discussed the evolution of our procedures on the WEPL staff Zoom on Friday, May 14. After we get guidance from the Policy Committee on Monday, May 17, we will draft new procedures and circulate them to all WEPL staff before the next staff Zoom on May 28.

[Willoughby Arts Collaborative/Willoughby Library Mural](#)

The Willoughby Arts Collaborative – in conjunction with the City of Willoughby, the Heart of Willoughby organization, and the Downtown Willoughby Organization – have renewed their request to install a mural on the wall of the Willoughby Library outside of the Euclid Avenue entrance.

Greg Patt, the President of the Board of HOW, has lined up the funding to pay the artist fee of \$2,500 and to pay the Cleveland Institute of Art \$2,550 for the mural printing/installation. The Library’s only financial commitment under the Memorandum of Understanding between the parties is to share in the cost of the removal of the mural after its useful life. The MOU requires the CIA to provide proof of worker’s compensation and liability insurance.

Please let me know if you have any questions or concerns about moving forward as a partner with the Willoughby Arts Collaborative. It will be exciting for the Library to be part of the “reopening” of Downtown Willoughby this spring and summer.

[38115 Euclid Avenue](#)

Nina Germano (from the Prosecutor’s office), Vicki Simmons, and I continue to negotiate the former Citizens Bank property purchase agreement with the lawyers for VEREIT. We have narrowed the open issues to a handful, and I am hopeful that we will finalize the agreement by the end of May.

We are working with an engineering/surveying firm for a new survey and legal description of the property. That should take five to six weeks so the closing of the transaction – assuming that we finalize the purchase agreement – will likely take place in June.

As part of the negotiations, VEREIT has shared additional records and documents that they have concerning the property. The documents include a 2006 Phase I environmental assessment; we shared that 2006 assessment with the EA Group Technical Director who conducted the Phase I and hazardous materials assessments for the Library. He has reported back to us that the 2006 report does not contain information that varies from the assessments that EA conducted for us.

Deputy Director’s Report/Eric Linderman

[Programs for Adults](#)

As our services move toward post-pandemic normal, we are increasingly focused on programs that include combinations of in-person and virtual options. Our adult services committee, which includes our assistant managers, has begun meeting again on a monthly basis to plan programming. Some of our discussion topics include author programs, technology training, and annual signature programs.

At our April meeting, we went over the upcoming adult summer reading program, much of which has been planned by MaryAnn Cirino at the Eastlake Library. The program this year will be virtual, using the Beanstack app for registration and tracking progress.

Participants will read books and write reviews to earn badges to be redeemed for tickets to enter drawings. Additional entries will be given to readers who participate in our “10 to Try Challenge” and for those who read Cold Millions for the Lake County Reads! One Book/One Community event. Prizes this year will include Giant Eagle/GetGo gift cards and four grand prize one-year family passes to the Greater Cleveland Aquarium.

We also talked about technology training. Our librarians and associates have typically provided in-person training to the public in pre-pandemic years. We are now focused on developing virtual training for the public and the staff. Our recent work in this area has included virtual training on Zoom coordinated by Travis Fortney at the Willoughby Library.

For our next project, the committee agreed to work on an online tutorial for using Canva, which is a freely available image editing tool that is useful in web design. For tutorials like this, our staff has been using a new resource called Niche Academy, an online tool designed to teach public library users how to use emedia and other digital content.

Hiring Update

We recently hired a new member of the circulation support staff, named Carey Ferguson, at the Eastlake Library to fill a 24 hour/week vacancy there. I am also happy to inform you that Stacey Biddle accepted a 20 hour/week circulation job at the Willoughby Library. Stacey has worked as one of our public services support staff members, in both circulation and reference since 2019, and has become an important part of our public services team.

Video Game Circulation Policy

The Board Policy Committee will meet before the next meeting to discuss a proposed change to the policy on the circulation of video games.

After meeting with managers, including our circulation supervisors, we recommend allowing for more of our older video games to be checked out by patrons who visit the libraries. In early 2020, we reduced our checkout limit from five new release games to two of any video games due to organized theft of video games from libraries in the region.

Since our policy was largely successful in blocking theft, we want to continue our policy of circulating just two new-release games to WEPL cardholders only; however, we think we should allow more checkouts of older games. This would help us to get a few more uses of older games before they are withdrawn from collections and donated to the Boosters.

Communications & Development Report/Michelle Hudson

- ❖ Submitted monthly PR to: Lake Community News, Today's Family, County Kids, Northeast Ohio Parent, Northeast Ohio Boomers.
- ❖ Submitted special press releases for: Between the Lines Author Series Lisa Scottoline, Between the Lines Author Series Jennifer Borez Engeling, Herbs 101, Save the Planet and National Library Week.
- ❖ Hosted monthly Breckenridge Book Discussion group and Film Discussion club.
- ❖ Boosters Update: The Boosters approved the following funding request: Still Beating: The Story Behind the Tell-Tale Heart with the Poe Museum. They also collected and deposited over \$600 in ongoing book sale funds.
- ❖ Attended the following virtual webinars: Random House Book Buzz and NEO Empathetic Marketing workshop.
- ❖ Created/published new WEPL Summer Program Guide May-August issue.
- ❖ Purchased ad in Today's Family Magazine to promote Summer Reading Program.
- ❖ Met with Spirit Media regarding Summer Reading promotion. Received the following prizes: Atlas Cinema tickets, Manhattan Deli-Mentor certificates, Pioneer Waterland tickets, African Safari Wildlife tickets, Biagio's Donuts certificates, and Greater Cleveland Aquarium Family Passes.
- ❖ We also received individual tickets to the Greater Cleveland Aquarium which we will use as incentives/raffle prizes to entice patrons to sign up for SRP.

Collections & Digital Managers Services Report/Carol Tuttle

Digital Services updates

Our eMedia circulation remains strong this first quarter. April shows a drop in usage compared with 2020 when the buildings were initially closed due to the pandemic and we saw a surge in usage. Format comparison shows about half of the digital book circulation is eAudio vs. eBook. On the hoopla platform, it is 1:1 ratio of eAudio to eBook.

The WEPL flex collection of individually purchased content in hoopla (hoopla 2.0) is gradually increasing in checkouts as patrons discover it. Total hoopla checkouts have increased each month in this first quarter of 2021. The book chosen for this summer's Lake County Reads! event (The Cold Millions by Jess Walter) is now available in eBook and eAudio in hoopla.

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We now have purchased Niche Academy for one year. This is a platform that contains tutorials on many of our digital products and patrons will have access to those tutorials on the Public site. There is also a Staff Academy side that allows tutorials to be created, imported, and organized into training programs for staff. Another new product is iVOX books, which is currently in a free trial period. These digital children's books are opened in 3D by using the iVOX app.

Lynda.com (provided by OPLIN) has successfully been transitioned to LinkedIn Learning for Libraries as of May 7. This new platform does not require a LinkedIn account and uses only patron barcode and PIN for creating an account.

[MAP/Collection Services](#)

MAP is pleased to have Kim Sullivan join us as a permanent staff member (24 hours MAP Support).

Chromebook Bundles (20) were put into circulation in the middle of March. So far there have been 6 Bundle checkouts.

Carol has been working with our Baker & Taylor vendor rep. to improve delivery times for our books. Central orders on upcoming bestsellers had been arriving late due to slow processing, often several days after publication date. B&T is now monitoring our orders more closely at the warehouse, and as of April we are getting most of our books here in time to get out to our patrons on or soon after the release date.

[ILL/Clevnet](#)

For the first quarter of 2021 WEPL is averaging 12,381 items received and 24,018 sent out each month. The monthly average items (sent + received) was 46,500 in 2019 and is now averaging 36,400 per month for 2021 so far. However, our ratio of sent: received was averaging just above 2 in pre-pandemic days of 2019 and now has dropped to 1.8. This means we are seeing a drop in CLEVNET patron requests that is greater than the drop in WEPL patron requests.

Eastlake Library Report/Amy Winter

Eastlake is very pleased to welcome Carey Ferguson to the Circulation team.

Cathy Ellers has donated over a dozen boxes of discarded books to the Educational Service Center of the Western Reserve, a tutoring center for Lake County students. We have already heard back from our contact that the teens loved the books and our logo is up on their donor board. Cathy has also planned four "parking lot programs" for teens this summer to be conducted outside with safe social distance. Cathy is putting the finishing touches on the handout explaining the Teen Summer Reading Program and how to track your progress on the Beanstack site. All the YA librarians did a marvelous job with it this year.

MaryAnn has been involved with Adult Services Committee and has been very busy with pulling together Adult Summer Reading. (please see the brochure listed as item #7 in the May packet folder).

Our staff has been diligently preparing for the refresh by weeding the collection. Also Amy, Rick and Maintenance all met with the Architects, with Amy giving them a tour of the building in April. We are all very excited to get started.

Tammy's Rose Garden YouTube series is doing very well with the start of the series getting 27 views and the newest (from last week) already at 8. Patrons have been commenting to staff how informative it is. Tammy has also planned some noteworthy programs coming up in for the Summer. She has planned Tale of the 75th Anniversary of the History of the Cleveland Browns on June 22nd, A Brief History of the Western Reserve on June 28th, and Feathers, Furs, and Scales with the Lake Metroparks. On July 5th. MaryAnn has planned Keeping Your Pet Safe with the Red Cross on July 14th, and 50 Tips for Maximizing Garage Sale Revenue on August 11th.

The children's department has donated a portion of our discarded books to the WE Schools so that they can help to ensure that every child has books in their home. This is HUGE for promoting literacy!

And the Sensory Storytimes have been enjoyed not only by the children who register, but also by two groups of adults with special needs at Deepwood! Sam has also planned a wonderful program about Ohio's National Parks on zoom May 25th.

Willoughby Library Report/Deb Mullen

I've had the privilege of participating in Leadership Lake County this year. Through this program I have learned much about Lake County and met many wonderful people from the business and non-profit world of Lake County. I've already made one program connection, a local author whose book should be coming out in the fall and is looking forward to participating in *Between the Lines*.

Graduation from the program is June 2nd and I want to take this opportunity to share my appreciation to Rick, Eric, Vicki, and the Board for allowing me to be a part of this valuable program.

Adult Services—Travis Fortney

On April 15th the library's *Between the Lines* Authors Series hosted bestselling author Lisa Scottoline, who visited as part of her promotional tour for her new novel *Eternal*. At the time of Lisa's visit, *Eternal* was one of the most popular books in the country, having landed at #4 on the New York Times Bestseller list a week prior, so the program was very popular.

We had 137 registrations through Evanced, and another 177 through Facebook. On the night of the program, around 167 people viewed it live on Zoom and Facebook combined.

Since the program, it has been viewed 168 times on Facebook, and patrons have spent 4,269 minutes (or approximately three full twenty-four-hour days) viewing the video.

Roughly 75 percent of the viewers of the Facebook recording are Ohioans, but it has also been viewed in Pennsylvania, New York, New Jersey, Florida, California, and several other states, as well as in Canada, Ireland, the UK, Bahrain, and the Philippines!

All, told, recommendations and shares account for 58.1 percent of total Facebook video views for WEPL, so it's not surprising that people in other countries eventually find our videos, but it's great that people are liking and sharing them!

For the last several adult events at the Willoughby Library, because we received feedback from some patrons that they aren't on Facebook and wanted another option for viewing programs, we have cross-posted on YouTube. The conversation with Lisa has been one of the most popular WEPL programs on YouTube as well, amassing 750 minutes of view time across 56 views.

But more important than the fact that so many viewed the talk is that they loved it!

Leslie Crouch wrote in to say "I have attended various conversations with Lisa Scottoline, and I can honestly say that this was the best interview I have seen so far. Your questions pulled more wonderful information and insights from her than I have ever heard before."

June Kliner wrote "Travis, you picked a good time to have surgery and work from home. I am so delighted that we could get authors in their environment all over the world. Hope we (you) keep that up."

Another patron responding to our virtual programming survey wrote "I wondered if Lisa would have been this relaxed and open at a live event as she seemed to be sitting in her own home talking with Travis."

Another patron liked that the exchange "allowed for a glimpse of the 'person', not just the 'author'."

My favorite comment was that "It seemed like Lisa and Travis were friends and having a chat."

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One side effect of the pandemic pushing all programming virtual is that it puts us in competition for viewers with Netflix, Hulu, and the entire internet, so I'm very proud that patrons are willing to spend so many of their minutes with us and seem to enjoy and appreciate the content.

[Willoughby Children's Department—Julie Vickers](#)

Willoughby Children's is preparing for Summer Reading Program to start in early June!

We are getting SRP bags ready for the children when early registration starts on May 24th and have prepared some great additions to the summer programming lineup.

I've booked Outback Ray to be on Zoom on Tuesday, June 15th and Jamie has started a Mommy's Me time book club to start on May 12th and Swaddle Society (Mom Group) to start June 2nd.

The children's department is also getting ready for storytimes to start again in June for Summer Reading. I'm working with Athena in Eastlake to have a Goldilocks: Choose Your Own Adventure program at the end of July. We'll also hold Children's Ocean Animal Story and Craft in late July and early August where children learn about ocean animals each week and can make a craft from home. All these programs are on Zoom this summer.

OLD BUSINESS

OLC Trustee Townhall meetings-registration for May meetings are on the OLC website.

NEW BUSINESS

Upcoming Willowick Board member vacancy process – Mr. Werner will be sending the vacancy posting out soon

NEXT MEETING, Monday, June 21, 2021, 6:00 p.m., either via Zoom or in person with social distancing guidelines.

ADJOURNMENT

MOTION 54-21

Mrs. Petruccio moved and Mrs. Roseum seconded that the Board adjourn at 6:42 p.m.

On roll call the following vote was cast: All "Ayes." Motion carried.

Respectfully submitted,

Board President

Board Secretary