

Northeast Ohio Regional Library System

Minutes of the Board Meeting held via Zoom Tuesday, March 16, 2021

Call to Order

President William Rutger called the meeting to order at 11:03 am.

Roll Call

Board members present: Leslie Cade, Kris Carroll, Kim Garrett, Valerie Kocin, Andrea Legg, CJ Lynce, Melissa Mallinak, Melanie McGurr, Trent Ross, Amy Switzer, Chuck Vesei, Teanna Weeks.

Absent (excused): Michelle Alleman, Laura Leonard

Also in attendance were Betsy Lantz, Debbie Blair, Melissa Lattanzi and Holly Klinger.

Approval of the Agenda

Melissa Mallinak moved and Leslie Cade seconded that the agenda for the meeting be approved. The motion was approved by unanimous voice vote.

Minutes

Teanna Weeks moved and Amy Switzer seconded that the minutes of the January 19, 2021 meeting be approved. The motion passed by unanimous voice vote.

Correspondence

- Marcy Kaiser, Lepper Library, confirmed renewal at the Gold level, despite funding uncertainty, citing NEO-RLS presence during the past year providing information and continuing education during the pandemic.
- Michelle Kraft, Cleveland Clinic Libraries, expressed appreciation for the quality programming and CE and cited this as the reason for renewing their membership.
- Trinity Lescallett, Tiffin-Seneca Public Library, conveyed appreciation for being able to attend NEO events as a NORWELD member
- Kathleen Webb, Marvin Memorial Library, wrote to thank NEO-RLS for the many CE opportunities available during pandemic uncertainty.
- Diane Byrnes, Madison Public Library, commented very positively on the *Preparing for the Next Wave of Pandemic – Fatigued Customers* webinar.
- Trent Ross, Rocky River Public Library, communicated the positive feedback received from his library about the NEO-RLS Staff Development Week.
- Jonathan Harris, Portage County District Library, emailed commenting supportively on the new Code of Conduct Policy showing with registration, saying it was the first time he had seen this on a registration page.
- Stacie Murry, Ingalls Library, sent a message lauding the NEO-RLS Staff Development Week programming.

Fiscal Officer

Debbie presented a written report, the financial reports for the month of January and February of 2021, as well as a verbal report.

- Expenses for January and February were typical, and revenue consisted mostly of membership workshop fees, and one salary survey payment.
- One more quarterly payment to the State Fund is expected in April.
- A correction was made for \$200.00 under Lecturers & Speakers for a January payment taken from the Local Fund that should have been from LSTA.
- 23.44% of budgeted funds remain unencumbered.

Fund Balances		02/28/2021
Local	\$	1,014,145.56
State		17,029.50
LSTA		4,748.00
Capital/Tech		16,859.17
Group Purchase		<u>52.82</u>
	\$	1,052,835.05
<u>OELMA</u>		<u>184,748.35</u>
	\$	1,237,583.40

Kris Carroll moved and Kim Garrett seconded to approve the financial reports. The motion passed unanimously by roll call vote.

Executive Director

Betsy submitted a written report and also reported:

- People are interested in 1-on-1 Management Coaching, with four members from one library onboard as well as interest expressed from a second library.
- She has been communicating individually with directors from all over the state regarding the salary survey.
- She is working through print and electronic records to ensure they are meeting the records retention policy.

Education and Events Coordinator

Melissa submitted a written report and highlighted:

- Staff Development week details:
 - Highest attendance for a session was 114.
 - Lowest attendance for a session was 82, apart from the last Chair Yoga session.
 - Network meeting attendance was lower, 20 max and 3 min. Next time they plan to do network meetings the following week.
- She corrected her report to add 572 attendance to the Staff Development Week count, which originally only included individual attendance.
- Total attendance for January was 2541.
- She met with the Continuing Education Advisory Committee on February 22.
- Additional classes are being added in May and June on Diversity, Equity, and Inclusion topics, as well as how to do virtual presentations.

Research and Innovation Coordinator

Holly submitted a written report and additionally reported:

- Work is proceeding with the Emerging Technologies symposium. She is talking with presenters and a call for posters for recently completed technology projects is going out.
- She is working on Virtual Programming, including an upcoming event for Eastlake.
- An inventory of all Emerging Tech Lab equipment is being done.

Board Officers Reports

President, William Rutger, reported that after some feedback received from recent programs, an Ad-Hoc Diversity, Equity, and Inclusion Committee is being formed to develop a DEI Strategy for NEO-RLS.

Betsy Lantz added that feedback from programs indicated that action is needed to ensure that NEO is providing an experience for its members that does not single out or represent just a single group of people. The goal of this committee is to help develop policies and procedures to ensure speakers cite a diverse set of works by presenting as many backgrounds as possible. It will also encourage more diversity on the Board and Committees and will look at NEO-RLS's mission and vision through a racial equity lens.

William stated that we are looking for volunteers to serve on the committee, both Board members and general membership. We would like to have policies and procedures defined to approve at the June Board Meeting, 2022. Interested individuals should contact Betsy or William.

Committee Chairs

- **Marketing/PR Committee:** Kim Garrett reported that the committee met on March 8 via Zoom. Discussion took place about the newsletter, which has a 30-33% open rate. Analytics show that COVID, Self-care, and Customer service are important topics. There has been an increase in traffic on Mondays due to the newsletter going out on that day. Changes took place recently to the website and people are staying 25% longer, with 3800 visitors in January. We are looking at recommendations for META Keywords to help direct traffic to the website. A Targeted Marketing feature is available, which Melissa Lattanzi will decide when is most effective to use. Work is being done on communicating benefits to members via Facebook and Social media using testimonials and day-of-week initiatives like Tech Tuesdays, Webinar Wednesdays, etc.
- **Finance & Personnel Committees:** CJ Lynce reported that the Finance Committee and Personnel Committee met jointly immediately prior to this Board Meeting and discussed Financial reports, the 2021-2022 Budget, five-year budget and deficit reduction projections, and 2022-2023 Dues and Fees. Additionally, the committees discussed the Personnel Committee's Staff Salary Recommendations for 2021-2022. The Finance committee accepted the Personnel Committee's recommendation of a 1.5% salary increase for NEO-RLS staff, but also expressed their desire to provide a larger raise or lump sum amount in appreciation for the staff's hard work during the last year. The committee will be evaluating options and will bring this to the Board in May.

Current Business

- **Salary Survey:** Betsy Lantz reported that the Salary Survey will be sent out to the primary contact at each Library on March 18. She thanked the committee for helping to respond to

questions about the survey. There is no cost to input data, and the more people that participate, the more meaningful the data will be. Betsy added that the Salary Survey was one of the first requests that came to her when she arrived at NEO-RLS. William Rutger thanked the staff and committee for their hard work and said he was looking forward to using the data at his own library.

- **OELMA Update:** Betsy reported that possible conference dates have been provided by OELMA. There will be a couple of mini-virtual conferences that NEO is responsible for registration and linking video recordings to the website. An October 8 and 9 in-person conference in Westerville is also being held. The location poses some problems for NEO, mainly in terms of logistics and catering, but the contract cost with OELMA should cover the extra work due to this location.

New Business

- **Report from RLS Directors Meeting with SLO:** There will be a minimum \$1000 budget cut to Regionals from the State Library, which may be more if the State Library sees more cuts. Betsy reported that the State Library must match all LSTA funds given to them, but there is concern that if more funding cuts come, they will not be able to provide that match, resulting in decreased LSTA funding. SLO intends to still provide carryover LSTA funds to regionals. SLO received 74 Summer Reading Program grant requests from Libraries, the highest number ever. 32 applications for Book Award grants were also received. SLO is helping to spread the Call for Proposals for the Emerging Tech Symposium.
- **Combined RLS CE Programming and Benefit to NEO-RLS Members:** The Regional Library System Directors are now meeting once per month and this topic was discussed. Currently, NEO-RLS is the only regional who expends all the LSTA funds provided to them, and discussion was had about the possibility of NEO-RLS's programming capacity being used statewide in order to use all the LSTA funding for all the regionals, as none of the other regionals have the same capacity as NEO-RLS.
- **Topics of Interest for Statewide Directors' Meeting on April 14th:** The next meeting on April 14 may be divided up into moderated conversations, with a poll of topics at the beginning of the meeting. William Rutger mentioned that the topic of 'transitioning back to normal' may be popular. The goal is to have more people talking and providing input, versus approximately only a dozen people during the last meeting. Breakout sessions were discussed and viewed positively by the Board.
- **Upcoming Nominations Process and Elections for Open Board Seats:** Betsy reported that the call for Nominations will be sent out on April 1 and elections will start on May 1. There will be four openings, one each in Zones 2, 3, 4 and an Academic Library. William Rutger, who will be Past-President in 2021-2022, will be staying on one more year to fulfill this role.
- **2021 Membership Survey:** This bi-annual survey will be taking place this year. Betsy asked for ideas for questions to be emailed to her. Work will be done on the survey in May and distributed in June. William recommended that the Ad-Hoc DEI Committee include questions on the survey.

Items Too Late for the Agenda: None

Public Comments: None

Upcoming Meetings:

MULTI-TYPE LIBRARIES COMMITTEE

Monday, March 29, 2021 | 9:30 a.m.

Via Zoom <https://us02web.zoom.us/j/84222466900>

TECHNOLOGY COMMITTEE

Monday, April 12, 2021 | 9:30 a.m.

Via Zoom <https://us02web.zoom.us/j/82502578701>

FINANCE COMMITTEE

Tuesday, May 18, 2021 | 9:30 a.m.

Via Zoom <https://us02web.zoom.us/j/82781103431>

BOARD OF TRUSTEES MEETING

Tuesday, May 18, 2021 | 11:00 a.m.

Via Zoom <https://us02web.zoom.us/j/82781103431>

Adjournment:

Kim Garrett moved and William Rutger seconded that the meeting be adjourned at 12:12 pm. The motion passed unanimously by voice vote.

William Rutger, President

Date

Laura Leonard, Secretary

Date