

MEETING MINUTES
ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES

April 14, 2022 ~ 6:00 p.m.

Orlando Public Library
101 East Central Boulevard
Orlando, Florida 32801

Library Board Present: Crockett Bohannon (4/0); Nicole Benjamin (7/2 – City);
 Richard Maladecki (4/0); Danielle Levien (7/3 - City);
 Lizannette Tam (4/0)

Administration Present: Steve Powell; Kris Shoemaker; Ricardo Viera; Danielle King;
 Bethany Stone; Lynette Schimpf; Yvonne Hartley; Erin Sullivan;
 Milinda Neusaenger

- 22-041 I. **Call to Order**
 President Bohannon called the meeting to order at 6:00 p.m.
- 22-042 II. **Public Comment Policy & Procedures**
- 22-043 III. **Approval of Minutes: Library Board of Trustees Meeting
 March 10, 2022**
 Trustee Levien, seconded by Trustee Tam moved to approve the minutes for the March 10, 2022 Library Board of Trustees Meeting. Motion carried 5-0.
- 22-044 IV. **Staff Presentation: Representation Matters ~ Readers' Advisory and
 Programming Using Diverse Books ~ Lauren Mathur &
 Ruben Cortes**
- 22-045 V. **Financial Statements and Summaries: March 2022**
 CFO Shoemaker briefed the Board regarding various projects and stated that the North Orange Roof project and the Melrose Stage project are currently on hold due to a delay in shipping supplies. He also reported that passport services have reopened and it generated a little over \$1,000 last month.
- 22-046 VI. **Dashboard: March 2022 – Lynette Schimpf**
 CLL Schimpf reported to the Board that Community Events are up 1,300%. These are events to which OCLS has been invited to attend; such as Fiesta in the Park. She indicated that OCLS will be attending more of these events in the future. She also reported that three social workers at nine different locations were able to help 263 customers and that word of mouth is bringing in new customers for the service. She stated that digital products usage is up 50%. These are in-house created videos and resource guides. Discussion ensued about physical item usage.
- 22-047 VII. **Action Items:**
- 22-048 **Digital Product Firm for OCLS.INFO Rebuild & Migration Project: Cassie Shivers**
 This agenda item was tabled from last month. The library's website, ocls.info, needs to be rebuilt on a new content management system (CMS) platform. Staff has determined that, based on previous experience with Camber Creative (Camber), the company is the best one for the content migration services.

In 2021, OCLS hired Camber Creative, a local development firm, to provide Drupal support while the library was without a Drupal Developer and to assist in assessing available CMS platform options. Camber has exceeded the library's expectations regarding communication, quality of work, and budget consciousness. The current CMS,

Drupal, will soon reach its end of life and staff would like to have the website migrate to another CMS, Wordpress. Discussion ensued regarding the project and that it's within the budget. The question of sole sourcing was addressed by President Bohannon. He said that he looked into sole sourcing and found that the Board is within its parameters to do so in any amount. Trustee Levien stated that in the future, she would like to see a bidding process used instead. Trustee Maladecki, seconded by Trustee Levien, moved to approve a project budget of \$225,000 and to authorize the Interim Director/CEO to execute a contract with Camber for the WordPress ocls.info Rebuild and Migration Project.

Motion carried 5-0.

22-049

Eatonville Refresh: Kris Shoemaker

Vice President Benjamin, seconded by Trustee Levien, moved to approve the not-to-exceed project budget of \$126,000 for the Eatonville Refresh project. Motion carried 5-0.

22-050

Windermere Design Firm for Library Addition: Kris Shoemaker

Trustee Tam, seconded by Trustee Maladecki, moved to approve the Windermere Branch Addition Project and to approve Song + Associates, Inc. as the designer with a not-to-exceed design budget of \$115,500. Motion carried 5-0.

22-051 VIII.

Discussion and Possible Action Items

22-052

Director Search Update: June Garcia & Yvonne Hartley

OCLS has hired June Garcia to conduct the Director Search. She discussed the timeline and the plan to conduct the search. She explained that she has met virtually with staff and managers to get their thoughts on what qualities to look for when searching for a director. She will then use those ideas to create a recruiting brochure with the help of HR Director Hartley and the Marketing & Public Relations Department. The brochure will also contain information about OCLS and the Orlando area. Ms. Garcia plans to recruit for about 30 days and the committee will review the applications and submit a list of applicants for the Board's consideration. Brief discussion ensued regarding a potential date for the Board to interview candidates.

22-053 IX.

Information

22-054

Strategic Plan FY 2022: 2nd Quarter Update: Steve Powell

Trustee Levien left the meeting at 7:00 p.m.

The feedback the library has been getting from the mystery shopper program has been excellent. During the quarter, 45 shops out of 48 earned a 90% or higher score. This is one measure OCLS uses to confirm that library customers are consistently receiving excellent customer service.

The agile survey, conducted once a quarter and sent to customers who check out in person, was offered in February 2022. The Library received 259 responses to the survey with over 97% (97.28%) of respondents reporting that they felt welcomed in the library. Also, customer satisfaction was rated excellent overall by nearly 84% (83.78%) of respondents.

The graphics department is putting the final touches on another video story based on an interview with library user Ira Fleckman and we plan to show that video at the next board meeting.

Human Resources Director Yvonne Hartley is the new head of the library's Diversity, Equity and Inclusion Committee. The committee will kick off its efforts next month.

OCLS continues to expand library offerings in targeted communities as evidenced by the following examples:

The Fairview Shores has been working with local partners to assist residents in transitional housing. They partnered with St. Mary Margaret Church to attend an outreach at a local extended stay hotel to offer boxes of toiletries to families in need and distributed laundry detergent, towels, and soap among other things to 150 people.

The branch also offered social services help to customers through a partnership with Catholic Charities of Central Florida that allows us to provide timely assistance to customers struggling with needs such as housing, food assistance, financial assistance, mental health, human dignity and more.

The South Creek and Washington Park Branch are working with the Bright Community Trust to assist families experiencing financial hardships.

Several locations are working with organizations to reach the county's senior population. The Winter Garden Branch visited the Overture Hamlin and Sonata West senior living facilities to offer craft and technology programs.

The branch also met with the senior group from the Neighborhood Centers for Families to explore program options that the library can bring to them.

The North Orange Branch visited Brixton Park, a retirement home, and delivered craft activities to them.

The Fairview Shores Branch formed a partnership with the Rosemont Neighborhood Center. Fairview Shores staff visit the center on Wednesdays to present Crafting with Seniors and the seniors visit the branch every first and third Friday of the month and are engaged in a series of presentations on health topics, fiber arts, technology skills, and timely issues affecting seniors.

Additionally, the North Orange Branch staff met with the Farmworkers Association of Florida to discuss library card applications for their members. After this meeting, the library changed its proof of address procedures to include the Farmworkers Association membership ID so members of this community can acquire library cards.

The staff at North Orange also toured and met staff at the RCMA, a child development center for migrant families in Zellwood. Branch staff will be visiting the location once a month to provide storytime programs for the children and staff are also attending parent meetings at the RCMA to inform caregivers about library services.

The Library continues to offer StoryWalks in the community. This quarter, StoryWalks took place in Horizon West, Lake Nona, Trotters Park, Windermere, and Cypress Park during Mayor Deming's Jazz in the Park event.

Those are just a few highlights from a long list of impacts documented in the plan.

22-055

Interim Director's Report

March was Women's History Month, and one of our annual events to celebrate is the Women in the Arts competition and awards. Every year, we partner with Women in the Arts to host this juried art show, which features work from local, national and international artists on display at the Orlando Public Library. A panel of judges votes for the award winners, and the public can vote to select a People's Choice winner. An audience of 57 people came for a gallery walk with the artists on March 26, followed by an awards presentation. This was the first time we've been able to host the event in person since COVID.

The South Trail Branch hosted the first BizKids Expo since COVID on Wednesday, March 30. These events allow kids to learn what it's like to run a small business by giving them an event where they can market, feature and sell their products. Five children participated by selling items, such as lemonade, chips, manga books, lip gloss and fidgets. Three of the

participants were sisters and their mother had them put half of their profits into savings and let them keep the other half for fun. Another participant, Angel, sold chips. He reunited with one of his school buddies, Stevie, for the event. Stevie helped him sell chips at his “BizChips” table, so Angel split his profits with Stevie. During the event, Angel realized early on that he was going to run out of chips, so he raised his prices to increase his profits. The Expo was young entrepreneurship at its best, and it was very rewarding watching members of the community interact with these young people.



The Winter Garden Branch has been focusing on outreach to the community. On Saturday, March 5, staff from Winter Garden participated in the Horizon West Fest, an outreach event organized by *Horizon West Happenings*. A total of 871 customers of all ages interacted with staff and learned about the variety of services the library offers to the community. Participants received library information and giveaways. In April the branch is attending Spring Fever in downtown Winter Garden and the Celebration Among the Oaks at the Healthy West Orange Arts and Heritage Center in the Town of Oakland.

Season 3 of *Melrose in the Mix* aired on March 31 with the WUCF-TV broadcast of the session featuring singer-songwriter Rebekah Pulley, accompanied by bassist Rob Pasture. Rebekah has been a prolific and award-winning fixture of the Tampa Bay music scene for nearly 20 years, and this session – recorded in December – was her first visit to the Melrose Center.

The Season 3 premiere of Melrose Center’s *Reel to Real* podcast dropped on all major platforms on March 14, with Bruce Hensal and Drigo Garcia-Salas hosting guests Brad Sundberg and Chris LeBrane. Brad talks about his career working with Michael Jackson on some of his most famous albums.

Throughout March, the Southeast Branch hosted "Virtual: Hola Amigos - Spanish from Zero for Kids," which had a total of 317 people attending these events. The most popular was held on 21 March and had 85 people learning basic Spanish for children and tweens with Ms. Brenda.

National Library Week took place from April 3-9. According to the American Library Association, the week is a chance to raise the profile of libraries by highlighting the value and enhancements they make to the communities they serve. We kicked off the week with a BookFace event at the Orlando Public Library on April 3. Our Digital Marketing Specialist Caryn Morris and our Staff Photographer Amanda Murphy were in the lobby with a book display and photo backdrop, inviting customers to participate and urging them to sign up for a library card if they did not already have one. The photos are on display in a gallery on Facebook, which is receiving good engagement so far. Branches were encouraged to participate in this event by putting up BookFace displays and inviting

customers to take BookFace style selfies to post on social media with a tag to highlight the library. An example of one of the photos is below:



On April 8, the Southwest Branch hosted the 15th annual Southwest Author series in partnership with the Rotary Club of Dr. Phillips. This year *New York Times* bestselling author James Grippando, talked about his work and signed copies of his books.

And finally, a friendly reminder that on April 30, the Orlando Book Festival returns to Orlando Public Library. The event, a daylong celebration of books and reading, was last held in 2019. This year's festival will feature a keynote presentation from popular Florida author Tim Dorsey. Local independent bookstore Writers Block will partner with OCLS to sell books at the event.

There is positive news to report with regards to branch expansion in Lake Nona and Horizon West. We are very close on a lease with the city of Orlando to locate a library at the Southeast Government Center on Dowden Road. At this point, OCLS and the city have verbally agreed on a lease, now it's up to our and the city's attorneys to finalize the details. I would like to recognize the city's real estate department for its active partnership. Also, for the record, I want to thank City Commissioner Gray and County Commissioner Cordero for keeping OCLS committed to the Lake Nona community. Now that the Lake Nona lease is in the final stretch, a lease with Orange County is in progress to place a library near the corner of Tiny Road and Hamlin Grove Drive. The goal is to present both leases to this board at the same time in the next few months. Once approved here, both leases will go to the city for approval, with the Horizon West lease continuing to the county commission for approval.

22-056

Public Comment: Non-Agenda Items

Ashely Cisneros Mejia – spoke positively about the progress of the lease in Lake Nona and other initiatives OCLS is providing.

X. **Adjournment**

Trustee Maladecki, seconded by Trustee Tam, moved to adjourn the meeting. Motion carried 4-0. President Bohannon adjourned the meeting at 7:15 p.m.

Next Meeting Dates:

May 12, 2022 ~ Orlando Public Library; 101 East Central Boulevard; Orlando, Florida 32801 --- June 9, 2022 ~ Orlando Public Library; 101 East Central Boulevard; Orlando, Florida 32801

Florida Statutes section 286.0105: If any person desires to appeal any decision with respect to any matter considered at a Library Board of Trustees meeting, such person will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act, any person requiring special accommodations to participate in this proceeding due to a disability as defined by ADA may arrange for reasonable accommodations by contacting the Director's Office on the fifth floor of the Main Library in person or by phone at 407.835.7611 at least two days prior to the meeting.