

MEETING MINUTES
ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES
May 14, 2015
Orlando Public Library
101 East Central Boulevard
Orlando, Florida 32801
407.835.READ (7323)

Library Board Present: Ted Maines (8/1 - City); Lisa Franchina (5/0);
Marucci Guzmán Beard (5/0); Hernan Tagliani (8/1 - City);
Richard Maladecki (4/2)

Administration Present: Mary Anne Hodel; Debbie Moss; Robert Tessier; Wendi Bost;
Craig Wilkins; Debbie Tour; Milinda Neusaenger

- 15-064 I. **Call to Order**
President Maines called the meeting to order at 6:02 p.m.
- 15-065 II. **Public Comment Policy & Procedures**
- 15-065 III. **Approval of Minutes: Library Board of Trustees Meeting ~ April 9, 2015**
Trustee Tagliani, seconded by Vice President Franchina, moved to approve the minutes for the April 9, 2015 Library Board of Trustees Meeting. Motion carried 5-0.
- 15-066 IV. **Staff Presentation: E-Pulp ~ Zach Rupprath**
- 15-067 V. **Financial Statements and Summaries: April 2015**
Comptroller Tessier gave the Board an update regarding the sound leakage in the Melrose Center.
- 15-068 VI. **Statistics and Summaries: April 2015**
President Maines stepped out of the meeting at 6:15 p.m.
- 15-069 VII. **Action Items: None**
- 15-070 VIII. **Discussion and Possible Action Items**
- 15-071 **Strategic Plan FY 2015: 2nd Quarter Update: Richard Maladecki**
Trustee Maladecki reviewed the progress that Staff has thus far made with the FY 2015 Strategic Plan.

President Maines rejoined the meeting at 6:20 p.m.
- 15-072 **Naming Request: Director Mary Anne Hodel**
Director Hodel stated that she was approached by a County Commissioner and was asked to consider installing a plaque in the Chickasaw Branch to honor Elias Piccard, a local Puerto Rican community activist who passed away in 2013. She also stated that Mr. Piccard had a library card and spoke at the January 2012 Board Meeting. Trustee Guzmán Beard said there had been previous discussions with community members who wanted a room named after a famous Hispanic educator. She further stated that she had given this request a lot of thought. She said that she was of the opinion that the naming of library rooms or property should be limited to those community members who have extensively supported OCLS. Trustee Guzmán Beard also stated that the upcoming naming of the meeting room at West Oaks will be to honor Corbin Sarchet, who supported OCLS in various capacities for decades. Vice

President Franchina concurred that any memorials or honors should be for individuals that had ties to OCLS. President Maines also stated that this has been the tradition, and if an exception is made OCLS may receive many requests to honor individuals who may not have supported the library in a significant way. Trustee Tagliani stated that there are many nationalities in the Hispanic community, and the library should focus on being welcoming and inviting to everyone. Brief discussion ensued. The unanimous consensus of the Board was to not install a plaque recognizing Elias Piccard.

15-073 IX.

Information

15-074

Mindspot Research Update: Tracy Zampaglione

Public Relations Administrator Zampaglione briefed the Board regarding the progress with the marketing plan. Testing of the ad lines and taglines has been completed and the outcome was positive. Next the ad lines and taglines will be tested with the Hispanic focus groups.

15-075

Chickasaw Update: Wendi Bost

Public Service Administrator Bost briefed the Board on the progress of the Chickasaw Branch. The construction is moving along, staff members are being hired and some are in training at various facilities. The furniture will be delivered in June and the computers and collection will be installed shortly thereafter. The target opening date is July 18, 2105 and plans are being made for a grand opening.

Brief discussion ensued regarding the burgeoning Lake Nona and Horizons West areas of the county. These communities are without nearby library locations. There is a need and desire to have library facilities in these two areas. However, it is not in the budget to open and operate two new library locations. Discussion continued regarding partnering with business and community developers in the areas.

President Maines and Trustee Maladecki said that they will reach out to the key stakeholders in the Lake Nona and Horizons West areas and invite them to the Chickasaw Grand Opening.

The Board also asked Staff to create a branch plan and to present it at the June Board Meeting.

15-076

Dorothy Lumley Melrose Center for Technology, Innovation & Creativity Update: Debbie Moss

Assistant Director Moss updated the Board regarding the latest events in the Melrose Center, which included a meeting with some of the administrators from UCF. Director Hodel and Assistant Director Moss met with Fred Kittinger, Senior Associate Vice President of University Relations; Paul Lartonoix, Assistant Vice Provost, University of Central Florida; and Mike Kilbride, Assistant Director of the UCF Downtown Project. The meeting was about the usage of OCLS by UCF's students from the downtown campus. It was a positive meeting and Director Hodel indicated to the UCF administrators that OCLS is willing to talk about partnering and to consider out of the box thinking regarding this endeavor.

15-077

Director's Report

OCLS received a Certificate of Appreciation from the World Affairs Council for hosting the Thailand contingent.

We had a number of staff presenting at the Florida Library Association this week:

- Jennifer Ulmer and Lauren Mathur gave a presentation on Wednesday on "Innovative Strategies for Teen Programming."
- Tracy Covey and Sarah Roy held a poster session on their work with kids in after school activities, "Cool to Do After School."

- Debbie Moss is presenting with the FLA Standards Committee on Friday. The presentation is, “Florida’s Public Library Standards - A New Approach.”
- Ormilla Vengersammy, Jackie Robinson and Michael Sweeney are presenting Friday on, “Summer Technology Camps for Kids and Teens at Your Library.” Kids
- Paolo Melillo, Danielle King, Bethany Stone and Anthony Bradburn presented, “Who are we really serving?” Data integration strategies for Libraries,” about our efforts to gather data using demographics and our statistics.

Staff also participated as Exhibitors marketing two of our products:

- Right Service Right Time ~ Josh Fox and Gabriela Narvaez
- EPOCH ~ Donna Bachowski and Christina Perea

The after-hours event featuring Joanie Schirm at the Southwest Branch was quite successful. It was sponsored with the Rotary of Dr. Phillips with an audience of 65.

15-078

Public Comment: Non-Agenda Items

X. **Adjournment**

Vice President Franchina, seconded by Trustee Maladecki, moved to adjourn the meeting. President Maines adjourned the meeting at 7:05 p.m.

Next Meeting Dates: June 11, 2015 ~ West Oaks Branch; 1821 East Silver Star Road; Ocoee, Florida 34761 --- July 9, 2015 ~ Winter Garden Branch Library; 805 East Plant Street; Winter Garden 34787.

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.