Onondaga County Public Libraries

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MINUTES
OCPL Board of Trustees' Meeting
December 18, 2024
Central Library, Board Room
4:00 p.m.

ATTENDING	M. Bilbo Coughlin	J. Hurst-Wahl
	S. Dyer	E. Kochian
	S. Edelstein	T. Mulvey
ABSENT	D. Dixie	M. Mahar
	L. Fetyko	C. Ondrako
	E. Gonzalez	
ALSO PRESENT	D. Marmor	V. Massulik
	R. Battelle	A. Perrine
	M. Carter	S. Rorer
	D. Dell	T. Walters
	M. Foster	Y. Williams
	R. Gilbert	K. Schellinger

WELCOME Mr. Edelstein called the meeting to order at 4:02 p.m.

PUBLIC COMMENT No Public Comment

CONSENT AGENDA Mr. Kochian moved the consent agenda, which includes the minutes from the November 20, 2024 meeting.

Ms. Bilbo Coughlin seconded; motion passed unanimously.

PRE-READS/ COMMENTS Mr. Edelstein inquired if there were any comments from the Board regarding any of the pre-reads they received.

Mr. Mulvey inquired about Springshare. Ms. Marmor explained that we have a new calendar and meeting room reservation system through Springshare. A short discussion followed regarding web development and the need for better communication internally as well as for the community and where the strategic plan plays a role. Mr. Edelstein feels other digital tools could be useful as well and felt the staff was in a good place to make any recommendations. If there is a need for funding, it can be approved by the Board which can also provide advocacy.

Ms. Massulik explained Springshare in more detail. LibGuides CMS (content management system) was purchased to replace another vendor that is terminating at the end of the year. This allows for experimenting to see if it will fit our needs for website redesign without spending extra money. Mr. Edelstein would like to have further discussions after the first of the year.

Ms. Dyer asked if the Books by Mail is on the website. Ms. Foster explained that it is not right now but is being looked at as a feature in the future. Mr. Edelstein asked Ms. Perrine to speak about what the metrics of success are for the Book by Mail pilot. Ms. Perrine detailed the Sigma Testing for Books by Mail. Staff will sign up to practice mailing out the materials and sending them back to make sure it works. The plan will go for about a month and a half. If all goes well it will be implemented for the Branches and Central patrons in mid-February. If that goes well it will be made available for the suburban libraries either at the beginning of Summer or the end depending on the Summer Reading program and staffing. Mr. Kochian inquired about the criteria to participate in the Books by Mail program. Ms. Perrine indicated it was for patrons that are completely or temporarily homebound. She is hoping to find more senior locations to serve. Ms. Foster will be able to work with the libraries in those locations to expand their outreach as well. Staff are encouraged to build personal relationships with their neighborhood senior locations. Mr. Edelstein requested a report with some statistics for the February or March board meeting.

Ms. Hurst-Wahl asked Ms. Marmor to talk about the CLRC Legislative breakfast. Ms. Marmor shared that it took place on December 13th in Marcellus. She felt the attendance was good and especially enjoyed it this year. Nancy Lowery, Director of Intergovernmental Relations in the County Executive's office was in attendance. Ms. Marmor felt it was very nice for staff from OCPL to meet her. Ms. Marmor also mentioned that CLRC placed a handout at each table detailing NYLA's legislative priorities for 2025. They held a webinar earlier in the week talking about advocacy with pointers from Max Prime, Director of Government Relations and Advocacy at NYLA. Ms. Marmor shared that her own focus in conversations with people in attendance at the breakfast was on ebook licensing reform.

Ms. Marmor feels that the board is ready to put together a government relations committee citing some tips from Max Prime.

- Advocacy needs to be continuous, intentional and dynamic.
- Build relationships with officials year-round.
- Invite them to any special programs or celebrations. Ms. Marmor noted that White Branch is hitting its centennial year in 2025.
- Develop your advocacy network, members of the community patrons, and digital advocacy.

Ms. Marmor suggested having a get-together where people could talk about local priorities prior to the breakfasts.

Ms. Bilbo Coughlin mentioned Assemblyman John Lemondes was talking about securing new funds for green space and sustainability initiatives. Ms. Marmor felt he was asking us to contact his office to express our interest in these initiatives.

Ms. Hurst-Wahl thanked Ms. Perrine for taking the opportunity to speak to Tracy DiGenova, Central New York Regional Representative for Gov. Kathy Hochul regarding construction grants at the breakfast. A short discussion followed.

Ms. Hurst-Wahl expressed her appreciation for the pre-read annual reports which included highlights from 2024 and things to come in 2025.

Mr. Edelstein thanked everyone for the pre-reads. He noticed in a lot of reports across the board the need for staffing. He feels monitoring this would be helpful.

Ms. Marmor shared that we were contacted by students at Syracuse University who are working on a project. They are doing a campaign on freedom to read, challenged books, and banned books and are interested in having the Book Bike visit their campus. The event is scheduled for February 14th.

Mr. Kochian was impressed with Branch and Central's monthly statistics. Mr. Edelstein thanked Ms. Battelle for compiling them.

DISCUSSION

Strategic Planning Updates

Mr. Edelstein noted that the next step is for staff to begin thinking how to practically implement the work.

Strategic Pathway Updates

Ms. Gilbert gave a short presentation on Bolstering Leadership. Her group met twice and had some great conversations. Their goal was to

empower staff as champions of change. Some highlights were to

- Boost staff morale, professional development and people management through recognition, training and communication
- Build Board and staff who reflect the community and understand differences by regularly reviewing DEIA policies and practices.
- Strengthen Board Role and Visibility
- Ensure new Director success and empowerment

Mr. Kochian inquired about the possibility of DEI scholarships at SU. A short discussion followed.

Ms. Battelle gave a short presentation on Share, Sustain, Success. Her group's focus was on marketing and statistics. They will meet four times. Each group member will submit reports then come together to discuss them.

Objective: Grow Community Awareness Through Marketing

- Explore the possibility of using TikTok
- Explore LibGuides and other software for the website
- Develop guidelines for email marketing

Objective: Evaluate Service Programs

- Create short program surveys
- Tracking-what type of effect our programming has on our circulation numbers
- Patron stories-why they love the library
- Staff reporting patron stories

Objective: Ensure Equitable Access

- Research-how to better serve our changing communities
- Increase training on Language Line service
- Explore ways to make our materials and services available to patrons with disabilities

RESOLUTIONS

Resolution: 24-41

Mr. Kochian moved the following resolution:

RESOLVED, That the OCPL Board of Trustees elects Sam Edelstein to the office of President; Tim Mulvey to the office of Vice-President; Ed Kochian to the office of Secretary; and Christina Ondrako to the office of Treasurer of OCPL Board of Trustees for the year 2025.

Ms. Dyer seconded; motion passed unanimously.

A short discussion followed.

Resolution: 24-42 Ms. Hurst-Wahl moved the following resolution:

Resolved, That the OCPL Board of Trustees approves the following expenditures from the Unrestricted Board Designated Fund for fiscal year 2025:

- Up to $530 for 2024/2025 CenterState CEO membership;
- $60 for 2025 NY Council of Nonprofits, Inc. (NYCON) membership;
- $3,090 for the 2025 NYLA organizational membership ($2750) and the Library Trustee Group ($340), which provides membership to OCPL Board of Trustees;
- $3,153 for the 2025 excelsior membership to the New York Alliance of Library Systems (NYALS) to provide enhanced collaborative advocacy at the state-level for NY's 72 library systems;
- $750 for the 2025 Ossie Golden/Trustees' Award ($500 for one recipient or divided equally among multiple recipients) and reception ($250);
- $5,000 for the Executive Director's Discretionary Account;
- $2,000 to the Director's Community Relations Account; and
- $300 for Retirement/Service Awards;

Total: $14,883

Mr. Kochian seconded; motion passed unanimously.

A short discussion followed.

Resolution: 24-43 Mr. Kochian moved the following resolution:

Resolved, That the OCPL Board of Trustees approves the following expenditure from funds previously donated by FOCL and held in the Unrestricted Board Designated Fund for fiscal year 2025:

Up to $8,000 to cover the expenses for location rental, refreshments and speakers for 2025 Staff Development Day and up to $4,000 for 2025 System Retreat expenditures.

Mr. Mulvey seconded; motion passed unanimously.

Resolution: 24-44

Ms. Bilbo Coughlin moved the following resolution:

Resolved, That the OCPL Board of Trustees approves the revised Internet Safety and Acceptable Use Policy.

Ms. Hurst-Wahl seconded; motion passed unanimously.

Resolution: 24-45

Ms. Dyer moved the following resolution:

Resolved, That the OCPL Board of Trustees accepts the furniture donation from Virco, a featured vendor at the recent NYLA Conference.

Ms. Bilbo Coughlin seconded; motion passed unanimously.

OTHER

Mr. Mulvey inquired about the Board Meeting calendar. Mr. Edelstein noted the change of dates in February and April.

Ms. Hust-Wahl expressed interest in regularly scheduled meetings for the Finance Committee and the Executive Committee. A short discussion followed.

Mr. Kochian thanked Mr. Edelstein and staff for a good year. Mr. Edelstein thanked everyone and wished them Happy Holidays and a Happy New Year. Mr. Edelstein and Mr. Kochian thanked Ms. Rorer for her support of the Board.

ADJOURNMENT

Mr. Mulvey moved to adjourn the meeting. Mr. Kochian seconded.

Mr. Edelstein adjourned the meeting at 5:09 p.m.

Respectively Submitted,

Sharon Rorer
Administrative Assistant