

MEETING MINUTES
ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES

April 10, 2025 ~ 6:00 p.m.

**Orlando Public Library
101 East Central Boulevard
Orlando, Florida 32801**

Library Board Present: Nicole Benjamin (6/2 – City); Ashley Cisneros Mejia (6/0 – City); Venessa Tomlin (4/0); Sharon Smoley (4/2)

Library Board Absent: Crockett Bohannon (4/1)

Administration Present: Steve Powell; Bethany Stone; Kris Shoemaker; Yvonne Hartley; Danielle King; Lynette Schimpf; Leasha Tavernier; Erica Grant; Erin Sullivan; Sara Gonzalez; Milinda Neusaenger

- 25-044 I. **Call to Order**
Vice President Benjamin called the meeting to order at 6:00 p.m.
- 25-045 II. **Public Comment Policy & Procedures**
- 25-046 III. **Approval of Minutes: March 13, 2025 Library Board of Trustees Meeting**
Trustee Tomlin, seconded by Trustee Cisneros Mejia, moved to approve the minutes for the March 13, 2025 Library Board of Trustees Meeting. Motion carried 4-0.
- 25-047 IV. **Staff Presentations:**
Community Engagement: Genevieve Traas
Events & Programs: Vivi Valencia-Serrano and Lydia Silbernagel
- 25-048 V. **Financial Statements and Summaries: March 2025**
CFO Shoemaker reported to the Board that the contributions from the Friends of the Library event featuring John Green are in a special reserve fund and will be used for future events.
- 25-049 VI. **Dashboard: March 2025 – Bethany Stone**
The door count and new card signups were down from 2024, but last year was the presidential primary, which means there were two weeks of early voting, during March. There is always a spike in visits and new card registrations with early voting.
- Checkouts were up in March – there was another record-setting increase of digital circulation. This was up 17% over last year and another new monthly record with just under 350,000 checkouts.
- There was a slight decrease in event and class attendance, but as a reminder, Second Harvest Food Bank had to end their food distribution programs with OCLS and that will impact the numbers all year. There were over 41,000 people who attended a program or class with over 30,000 of those attending at a library location.
- The dashboard spotlight this month is user ratings – staff earned a very high 98% average mystery shopper score for the quarter across all locations. In retail/customer service mystery shopping, scores of 90% or higher are generally

considered excellent, so staff are very pleased with an almost perfect average. In addition, the library's net promoter score (that is the score based on customer loyalty and the likelihood of customers recommending a service to others) is averaging 92% for the quarter. In retail/customer service net promoter scores over 70% are considered exceptional so staff take a lot of pride in earning a high NPS score each month.

Finally, customer feedback for the month comes from a Southwest Branch customer: "Rebecca went the extra mile for me on the Open Lab session. She helped me get important papers that needed to be printed and saved the day. This week I was able to use the Excel printed copies to reach my members. It made my life easier and more productive. She is an extremely knowledgeable teacher on navigating in the computer. Just knowing how to send to the printer was helpful. Also, the knowledge we can actually send from home and pick up at the library. The wealth of information I learned in that one session was remarkable. Thank you to Rebecca from the bottom of my heart."

25-050

Strategic Plan: March 2025 – Erin Sullivan

Chief MPR Officer Sullivan briefed the Board regarding the 2nd quarter progress made with the Strategic Plan:

Be Welcoming

Mindspot, a marketing research agency, conducted customer surveys, which resulted in positive feedback from the group regarding their perceived value of OCLS.

Be Connected

Mindspot also determined that teens and seniors are two demographic groups that OCLS can improve marketing to in order to increase engagement. To do that, MRP will market on Twitch to reach teens and on Next Door to reach seniors.

Be Forward Thinking

The Communico Connect app will be used for customers to interact with OCLS services on their phones.

Be Empowered

Eight staff members participated in the Employee Enrichment Experience, (EEE) to job shadow another position that they may be interested in exploring in the future. There were 727 online staff trainings in March.

25-051 VII.

Action Items: Consent Agenda

25-052

Modifications to Group C Retiree Healthcare Benefit Plan

Trustee Tomlin, seconded by Trustee Cisneros Mejia, moved to approve the modifications to Group C Healthcare Benefits Plan retroactively, effective as of January 1, 2025. Motion carried 4-0.

25-053

Action Items: Non-Consent Agenda – None

25-054 VIII.

Discussion and Possible Action Items

25-055 IX.

Information

25-056

Director's Report

Director Powell, Chief Operating Officer Bethany Stone, and Chief Marketing and Public Relations Officer Erin Sullivan went to the Orange County Administration building for a meet and greet with County Commissioner Kelly Martinez Semrad. They talked about the services OCLS provides the community, progress on the new branches, and ways to get library information to residents via the commissioner's newsletters. Commissioner Semrad has begun doing mobile office hours at the Fairview Shores Branch to make it easier for constituents to meet with her staff, and her staff reports that it has been a productive partnership.

On March 12, Kaitlyn High and Kim Peters attended the Florida Division of Blind Services District open house for Blind Babies and Children from 10 a.m. to 2 p.m. It was a great opportunity to share what staff members do in [Talking Books](#) here at OCLS and to answer questions about how to access the service.

During National Library Week staff were pleased to have the support of the very popular Kelly's Ice Cream to help celebrate. Kelly's donated 700 gift certificates for free scoops at any of their shops, to be given to people who sign up or renew a card during National Library Week. Staff also collaborated on a social media post with Kelly's to promote the partnership.

Director Powell shared the latest news story from WKMG about the library. Reporter Crystal Moyer came to the Melrose Center to talk to a teen who is using the driving simulator to build confidence behind the wheel. [Here's the story.](#)

25-057

Public Comment: Non-Agenda Items

Staff member Wayne Middleton spoke in opposition to OCLS's decision to end its DEIA initiatives.

X. Adjournment

Trustee Smoley, seconded by Trustee Tomlin, moved to adjourn the meeting. Motion carried 4-0. Vice President Benjamin adjourned the meeting at 7:00 p.m.

Next Meeting Dates:

May 2025:	Meeting Cancelled
June 12, 2025:	Orlando Public Library, 101 East Central Boulevard, Orlando, Florida 32801
July 10, 2025:	Orlando Public Library, 101 East Central Boulevard, Orlando, Florida 32801

Section 286.0105, Florida Statutes, states that if a person decides to appeal any decision made by a board, agency, or commission with respect to any matter considered at a meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

La Sección 286.0105 de los Estatutos de la Florida establece que si una persona decide apelar cualquier decisión tomada por una junta, agencia o comisión con respecto a cualquier asunto considerado en una reunión o audiencia, necesitará un registro de los procedimientos y que, para tal fin, es posible que deba asegurarse de que se haga un registro literal de los procedimientos. cuyo expediente incluye los testimonios y las pruebas en que se basará la apelación.

Seksyon 286.0105, Lwa Florida, deklare ke si yon moun decide fè apèl kont nenpòt desizyon ki te pran pa yon tablo, ajans, oswa komisyon ki gen rapò ak nenpòt pwoblèm konsidere nan yon reyinyon oswa yon odyans, li pral bezwen yon dosye sou pwosedi yo, e ke, pou rezon sa yo, li ka bezwen asire ke yon dosye vèbal nan pwosedi yo fèt, ki dosye gen ladan temwayaj ak prèv ki montre apèl la dwe baze.

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Si tiene problemas de audición o del habla, puede comunicarse con los números de teléfono anteriores marcando 711.

Orange County pa fè diskriminasyon sou baz ras, koulè, orijin nasyonal, sèks, laj, relijyon, andikap oswa sitiyaasyon fanmi. Moun ki gen kesyon oswa enkyetid konsènan non diskriminasyon, moun ki bezwen asistans espesyal dapre Lwa Ameriken andikape yo (ADA), ak moun ki bezwen asistans nan lang (gratis) ta dwe kontakte Kowòdonatè Tit VI/Nondiscrimination nan access@ocfl.net oswa lè yo rele 3-1-1 (407-836-3111). Si w gen pwoblèm pou tande oswa pou w pale, ou ka kontakte nimewo telefòn ki anwo yo lè w konpoze 711.