

DETROIT LIBRARY COMMISSION PROCEEDINGS

Special Meeting  
August 13, 2009

President Hill called the Special Meeting of the Detroit Library Commission to order at 3:21 p.m.

Present: President Hill, Commissioners Bellant, Keith, Kinloch, and Thomas

Administrative staff: Cromer, Machie, Moore, and Norfolk

Absent: Commissioner Washington

Present also: Sheryl Beck, Dishonne Bell, Margaret Bruni, Ron Bryant, Randy Call, Shauwn Calvin, Melissa Christian, Atiim Funchess, John George, Rochelle Harris, Todd Kelly, President, AFSCME 1259, Christine Lovio, Rosemary Patterson, Cledos Powell, Yvette Rice, Anna Savvides, Richard Streffan, Michael Wells, President UAW Local 2200, and Conrad Welsing.

PUBLIC COMMENTS

*Anna Savvides*, City of Detroit resident, DPL employee, Steward for AFSCME 1259, and a customer since she was seven years old, shared a personal account supporting her stance on the importance of the Library surviving with honor and integrity. Ms. Savvides also said that we are the custodians of a sacred trust to preserve DPL.

*Dishonne Bell*, Principal Clerk, Circulation Department, voiced her concerns about the impending changes in the Circulation Department and its impact on customers. She believed she had the support of Mr. Marcelain, Circulation Manager, and the Circulation staff as well. Ms. Bell would prefer to see training provided for the current staff and that the current staff wants to stay in the Circulation Department. Ms. Bell clarified that although the current staff does follow DPL guidelines, whenever a complaint did reach the administrative level, the staff, in turn, was often not supported.

Discussion

Ms. Machie explained that complaints go to the Assistant Director for Main Library who conducts an investigation before a determination is made on an issue. Any available administrator could also handle complaints and assist in diffusing a situation. Ms. Machie explained that Managers are encouraged to use their judgment.

Ms. Machie reported that Trinee Moore, Associate Director for Human Resources, did a thorough presentation on the new customer service plan at the

Committee on Administration meeting. This plan was the result of two years of research and investigation on customer service issues. President Hill explained that the entire Commission had not yet been informed.

Commissioner Kinloch asked if a report would be available at the next meeting and Ms. Machie said yes. President Hill thanked Ms. Bell for her good outline.

*Melissa Christian*, Customer, said she would like the current Circulation staff to remain the same as she has received exceptional service. She said the staff has helped her through personal issues with their compassion and encouragement.

Dishonne Bell helped *Richard Streffan*, a long-time Library Customer, express his concerns about the changes in the Circulation Department. Mr. Streffan did not agree with the new condition requiring the Circulation staff to have an Associate's Degree; he felt this was fiscally irresponsible. Mr. Streffan also did not want the current staff removed.

#### Discussion

President Hill thanked Mr. Streffan for taking the time to come to the meeting. Commissioner Kinloch had concerns and questions about the requirement of an Associate's Degree. Ms. Machie said the complete plan needed to be understood; all questions would be answered in a forthcoming presentation.

### REPORT OF INTERIM DIRECTOR

#### Neighborhoods Day 2009

Ms. Machie reported that the second annual *Neighborhoods Day* celebrations were held on Saturday, August 1, 2009 from noon to 4 p.m. at the Main Library and 11 a.m. to 3 p.m. at the Branches.

Over 20 authors gathered on the Cass lawn for a Local Authors Book Fair. Many of the authors had an opportunity to read from their books. There was music, hot dogs and ice cream, balloons and face painting that added to the heart of the fair.

All Branches were open for regular service from 11 a.m. to 3 p.m. (*Branches are usually closed on Saturdays in the summer*). Prizes and incentives were offered for new library card sign ups. Douglass Branch held a back-to-school health and disability information vendor fair with games, puppets, music, and food plus health screening, vision screening, disability resources and service dogs. Over 500 visitors attended!

Ms. Machie thanked the staff for their tremendous efforts in making this day memorable and special for our community.

### Comments

Commissioner Keith said it was phenomenal what Carolyn McCormick, Coordinator, SIR/Douglass Branch, and her staff did this day. From Arise Detroit, he said the Library's involvement and support was greatly appreciated for what was done for the City.

### 2009 Summer Reading Program

Ms. Machie reported Be Creative @Your Library and Express [Yourself@Your](#) Library were the themes for this year's summer reading programs at DPL. These programs helped participants to gain literacy skills that enhanced their ability to communicate through stories, music, poetry, writing, physical education, and hands-on activities. Over 1400 participants ages 3 – 12 were rewarded with a trip to the Detroit Zoo at the end of the program. Also, 1160 participants attended Metro Youth Day on Belle Isle.

The HYPE Center, Lincoln, Elmwood Park, Chaney and Monteith Branches offered active Teen Reading Programs for over 300 teen participants.

A special thanks was given to The Friends Foundation, Detroit Public Schools, Detroit Zoological Society, Marilyn Bick Family, Government Food Services, and Beverage Association for their contributions in making this year's summer reading program a huge success. Hats off to Lurine Carter, Children's/Teens Services Coordinator, and Children's and Teen Librarians and staff, for giving Detroit's children and teens a memorable summer experience.

### Reciprocal Borrowing Agreement

Ms. Machie reported that on July 6<sup>th</sup>, the Library signed a three-year agreement with the Farmington Community Library (FCL) to allow DPL cardholders to have borrowing privileges at the FCL. All FCL cardholders will, in turn, have borrowing privileges at DPL.

### Penal Fines

Ms. Machie reported that the Wayne County Treasurer dispenses money collected from penal fines to public libraries annually. DPL received its July 2008 to June 2009 payment of \$796,178.70 on August 4<sup>th</sup>.

### Delinquent Taxes

Ms. Machie reported that DPL received its final distribution of Delinquent Taxes for the year 2008 on August 6<sup>th</sup>, in the amount of \$4,138,392.58. Our first delinquent 2008 tax payment was received on July 2<sup>nd</sup>, in the amount of \$2,724,837. This brings our total disbursement received for 2008 to \$6,863,230. This disbursement is timely, as it allows the library to settle its own delinquent employee pension and benefits obligations. Once these obligations are settled, the revenue balance available to the library from the delinquent tax disbursements would be \$347,391.

### Historic Michigan Event

Ms. Machie reported that on Saturday, August 29, 2009, a *Michigan Historical Marker Dedication Ceremony* will be held in Idlewild, Michigan to honor and celebrate the historic sites of this notable African American Resort Community that developed in the early twentieth century. Some of you may recall that DPL paid tribute to Idlewild through a 2003 Detroit Reads program that featured Pearl Cleage's book, "What Looks Like Crazy on an Ordinary Day."

### Commission Action

Commissioner Kinloch moved to have staff write a resolution acknowledging the five historic markers that would be unveiled at the Michigan Historical Marker Dedication Ceremony for Idlewild, Michigan, and to send a copy to each of the institutions involved. Commissioner Thomas seconded; the motion carried.

## REPORT OF THE PRESIDENT

President Hill commended staff, particularly, Rosemary Patterson, Yvette Rice and Carolyn Mosley for spearheading Ms. Skowronski's retirement celebration and the beautiful job that was done. Ms. Skowronski's gifts and talents were honored very well.

President Hill commended her colleagues for their public service in the recent election. Commissioner Bellant ran for the school board and Commissioner Kinloch will move forward in the election for the Charter Commission.

### Presentation—lovio george

Christine Lovio has been a business owner for over 30 years in this neighborhood. Ms. Lovio thanked the Commission for their support of Detroit based businesses and Commissioner Keith for when he was an editor at the Detroit News.

John George explained that several conversations led up to the mindset for a new identity for the Library and that a new logo would take time to become representative of an institution. He said understanding the core values and the rich history of the Library were important to the creation process and to link the past to the future. The rationale for using the color green was that it represented "life and growth"; the satin ribbon bookmark was the idea behind the "L" and signified marking a place at the Library, such as the tagline *Find Yourself Here*. The font choice and contrasts is readable, solid and worked well in other prints such as newsprints, signage, golf shirts, etc. The next step is to research the *Find Yourself Here* tagline. Mr. George said an initial survey was done with staff and he shared some of the positive comments.

Discussion

Commissioner Bellant thought the word craft was good but was not familiar with the project. Ms. Machie explained that a brief history was in the next write up and was one of our strategic direction plans. This project was approved in March 2008. An intense research on a brand identity involved Solomon Friedman and Associates but those logos received mixed reviews.

Commissioner Kinloch thanked everyone for pulling through this project and Commissioner Keith said there was a huge difference in this logo and the previous examples. President Hill thanked Mr. George for the presentation and the beautiful new logo.

REPORTS OF COMMITTEESCOMMITTEE ON ADMINISTRATIONAuthorization to Approve and Implement a New Brand Identity for DPL

Commissioner Keith reported that one of the Library's strategic directions was to "develop, test and implement a Detroit Public Library brand identity." The Detroit Library Commission approved brand development work on March 18, 2008. Library staff worked with Brand Consultants, Solomon Friedman Associates to develop and test a brand tag line "**Find Yourself Here.**" This tagline received approvals from staff, customers, Commission and other library stakeholders.

Initial logo concepts developed by Solomon Friedman Associates received mixed reviews from all stakeholders. As a result, two additional brand vendors were engaged to determine who would best capture the "spirit" of the new DPL. We believe the concept presented today by lovio george, inc. captures that DPL spirit. It is simple, timeless, engaging and innovative. It's a nod to our storied past and a step into a promising future.

lovio george, inc. a Detroit based company, completed the logo design work through a Professional Services Contract, at a cost of \$4,500.00. Additional work is needed to assist the library in implementing the new brand. lovio george, inc. has presented a cost proposal to assist DPL in creating the following logo implementation products:

- Logo Identity Guidelines
- Logo Application on multiple platforms
- Tagline trademark research
- Internal & External Newsletter Templates
- Website design (not inclusive of back-end development work)

The total cost for the items listed above is \$41,800.

Commission Action

Commissioner Keith moved to approve the adoption of the DPL tagline “Find Yourself Here” and the DPL logo design as presented by Lovio George, inc. Commissioner Keith also moved to approve contracting with Lovio George for the application of DPL’s new brand tagline and logo, at a cost not to exceed \$41,800. The motion carried following discussion below.

Discussion

Commissioner Bellant questioned the research mentioned by Mr. George; if logo is adopted, what would it mean since the language would be part of trade marking. Ms. Machie said there were others using *Find Yourself Here* but no one has a trademark; therefore, it can still be used. President Hill asked for the logo to be emailed to Commissioner Washington.

Authorization to Approve a Customer Service Assessment and Training Proposal for DPL

Commissioner Keith reported that excellence in customer service was a core value in DPL’s strategic directions. A service promise focused on great customer experiences was articulated to assist staff in the delivery of customer services.

To ensure that DPL staff are prepared to deliver and administer customer excellence, Human Resources worked with training consultants, The Droste Group, to develop a training and assessment proposal that would assist staff in the delivery of great customer experiences every day. The training and assessment program would be extended to all frontline library employees.

Commission Action

Commissioner Keith moved to approve contracting with The Droste Group, for the implementation of a phased customer service training and assessment, at a cost not to exceed \$45,000. Commissioner Thomas seconded. Commissioner Bellant voted no. The motion carried following discussion below.

Discussion

Commissioner Bellant had some concerns. Ms. Moore explained that there would be an assessment and meeting with Cabinet and focus groups to customize service for this environment.

Commissioner Bellant asked if there was a joint task force to do evaluation. Ms. Moore explained that studies have shown there is a need for something different to be done; people have to have “higher order thinking skills”.

One of the 10 work groups in the Strategic Planning process was for public service, said Ms. Machie, and this work group recommended addressing these same needs.

Ms. Moore explained that although joint practices with staff and administration could do a lot, outside expertise is still needed. Ms. Moore said staff does have expertise, but curriculum development would be very labor intensive. Commissioner Kinloch agreed that it was always good to get an outside set of eyes. Mr. Cromer said if you change the title it would really be diversity training.

#### Authorization to Approve a Salary Adjustment for the Interim Director

Commissioner Keith reported that an Interim Director was appointed at the July 8 meeting of the Detroit Library Commission, with necessary compensation however, the compensation was not defined.

It was the recommendation of the Committee on Administration, to pay the Interim Director the difference between her current compensation as Deputy Director, and the approved compensation for the incoming director. This variance should be paid as a one-time lump sum payment.

#### Commission Action

Commissioner Keith moved to approve the adoption of the Committee on Administration's recommendation as detailed above. Commissioner Thomas seconded; the motion carried.

### COMMITTEE ON BOOKS & LITERACY

#### Programs Report

Commissioner Kinloch reported:

#### Church Literacy Program:

DPL hosted an orientation to kick off our Church Literacy program on July 28. More than 40 participants attended the program. Participants expressed gratitude that the library is stepping up to address a major community need. Karen Love, VP of the Michigan Chronicle gave the keynote at the program.

#### Annual Walk for Literacy:

The 2009 Walk for Literacy on Detroit's Riverfront is scheduled for Friday, August 28 from 8 a.m. – 6 p.m. Staff planned a day of festivities on the riverfront, to include a gospel fest at noon.

#### International Literacy Day Program:

September 8 is International Literacy Day and DPL would be celebrating with an evening program featuring renowned author and Essence Magazine's Editor Emeritus Susan Taylor.

Detroit Literacy Council:

17 nominees have accepted their appointments to the Detroit Literacy Council. The Council's first meeting will be a breakfast or lunch with Susan Taylor, tentatively scheduled for September 8. All Commissioners were invited to attend. Additional details will follow soon.

Commissioner Kinloch moved to accept the Programs Report. Commissioner Bellant seconded; the motion carried.

Approval of a Literacy Tutor Agreement with the Detroit Literacy Coalition

Commissioner Kinloch reported that the Detroit Literacy Coalition is presently providing training for DPL's Literacy Tutor Volunteers. This arrangement has previously been paid as a professional services contract.

In working with staff, the Books and Literacy Committee produced a list of 21 names to constitute the newly created Detroit Literacy Council.

DPL is using Detroit Literacy Coalition to train literacy tutors. The training cost is \$2,000 per training engagement comprising of 16 hours of training for up to 20 volunteers. DPL has expanded its training initiative with the addition of the Church Literacy program. It would be helpful to DPL staff and the Detroit Literacy Coalition if the training agreement were formalized.

A one-year volunteer training agenda, based on two 16-hour programs per month, at cost of \$2,000 per session, would produce up to 480 literacy tutors, certified through the DPL program.

Commission Action

Commissioner Kinloch moved to approve a literacy tutor agreement with the Detroit Literacy Coalition, for a one-year cost not to exceed \$48,000. Commissioner Thomas seconded; the motion carried.

COMMITTEE ON BUILDINGSAuthorization to Contract for the Installation of a new Roof on the Main Library's East Wing

Commissioner Thomas reported that a contract extension for the architectural and engineering design services for Main Library's East Wing roof was awarded to Hamilton Anderson Associates on May 19, 2009. Following the award, a request for proposals for the roof renovation and replacement was publicly advertised and posted on the library's website.

The scope of work includes:

- Detailed restoration of terra cotta figurines and roof edge details
- Integration of energy conservation technology as a green type roof
- Integration of gutter and adjacent roof surfaces and fall protection
- Repair and replacement of brick masonry, windows and ladders

Nine vendors attended a mandatory pre-bid walk through. The bid results are as follows:

<b>Company</b>	<b>Bid</b>	<b>Contingency</b>	<b>Total</b>
Jenkins Construction Co. Detroit, MI	\$3,177,553.00	476,632.95	\$3,654,185.95
Monahan Company Eastpointe, MI	\$3,245,000	486,750.00	\$3,731,750.00
KEO Associates Detroit, MI	\$3,400,000	510,000	\$3,910,000

**No response received from the following:**

Braun Construction, Farmington Hills, MI  
 The Christman Company, Livonia, MI  
 Clarks Construction, Detroit, MI  
 L.S. Brinker, Detroit, MI  
 O'Brien Construction, Detroit, MI  
 White Construction, Detroit, MI

Commission Action

Commissioner Thomas moved to approve contracting with the lowest bidder, Jenkins Construction of Detroit, for the Main Library's East Wing roof renovation and replacement, at a cost not to exceed \$3,177,553.00 and to also approve a 15% project contingency of \$476,632.95, for a total project cost not to exceed \$3,654,186.00. Commissioner Bellant seconded; the motion carried.

Comments

Ms. Machie said that Cledos Powell was the project manager who would provide updates at the Committee on Buildings meetings.

OLD BUSINESS

President Hill said that Commissioners Bellant and Kinloch called for five issues to be raised at this meeting.

1. Audit Issues

Commissioner Bellant asked if more current information was now available on the 2008 Audit.

Commissioner Thomas informed the Commissioners that the Audit Committee met on July 23, 2009 and a preliminary draft will be available at the September 15<sup>th</sup> Audit Committee Meeting. The auditor would be present at that meeting and available for the September 15<sup>th</sup> Regular Commission Meeting.

## 2. Relationship with the City of Detroit

Commissioner Bellant asked for an update on issues with the Library and the City of Detroit Finance Department.

Mr. Cromer replied that the City leadership was responding to our inquiries; however, the Library was still waiting for documents from the City in order to complete the 2008 audit. He said the City does understand our interest in controlling our finances and they know we are watching closely.

Commissioner Thomas asked if the opinion from the Attorney General that Council Member Cockrel mentioned in a meeting, had been released. Mr. Cromer replied that the City did not have the authority to do an audit; however, Council Member Cockrel made it clear that she did have some concerns but, in his opinion, would rely on Commission to do their due diligence in regards to audits. In addition, the legal department had researched those memos and found the MCL's were misstated and did not have a lot of merit. Commissioner Thomas hoped that this information would bring finality to these issues.

Mr. Cromer spoke of some concerns as whether or not to do an audit for 2006. Judge Thomas said it would be discussed at the September 15<sup>th</sup> Audit Committee meeting. Also noted was that 2005 was included in the 2005 CAFR.

## 3. Status of Policies

Commissioner Keith said policies are still in development and a special Committee on Administration meeting regarding policies would be scheduled.

## 4. New Director Preparation

Ms. Machie has had dialogue and emails with Ms. Mondowney and would meet with her soon. An agenda would be done for her arrival.

## 5. District Library Legislative Update

Commissioner Bellant asked about the standing on becoming a District Library. Judge Thomas emphasized that no one had the answers to the numerous questions including concerns about pensions and benefits.

President Hill does have a response coming to Mr. Well's letter and assured him that the unions would be engaged in this matter. Mr. Wells said we have to become more educated on this issue because there is not a full understanding.

President Hill said she understood concerns, but no one has made a decision to become a district library; we were in the information gathering stage.

Commissioner Thomas explained the working group was not an action committee but exploratory only. He said, at no time, did anyone intend to interfere with pensions or disenfranchise unions.

Mr. Cromer added that it would be too costly to separate pensions from the City; we already knew it would not jeopardize pensions—that was the first step. Commissioner Kinloch noted that there was a separate statute that dealt with pensions but it had never been discussed.

Mr. Wells offered a point of information and that was to remember what happened at the DIA; the vested employees remained and those with 10 years or less were bought out and went over to a private sector. He said he was concerned for both future and current employees. Mr. Wells appreciated the Commission listening to his concerns and added that the Union would remain active.

Mr. Cromer explained that the DIA never inquired about remaining with the City because they wanted to separate. There were provisions to stay with the City in place.

Commissioner Bellant acknowledged that Commission does not have a full understanding of what it means to be a district library. He said that it appears that City issues were the reported reason for going in this direction and they have been addressed and things are working constructively; therefore, the reasons have been ameliorated if not eliminated. He felt the process had not been a public partnership; therefore, all communication with Lansing, until everybody was together, should cease. The issues and all the voices should be heard and understood first.

#### Commission Action

Commissioner Bellant made a motion to direct staff to suspend any dialog with State Legislators about the creation of a district library until such time that there is full discussion with all partners and a full understanding of implications. Commissioner Keith seconded. Discussion followed below. Commissioners Keith and Bellant voted yes; Commissioners Thomas, Kinloch, and President Hill voted no. The motion failed.

#### Comments

Commissioner Thomas said his reason for voting no was the Library would not have any information coming back. He, too, has same concerns as everyone. President Hill voted no because she preferred to suspend any further contact with Lansing until Commission has received a report as to what exactly is going on.

Discussion

Commissioner Kinloch felt there was a need to have conversation with attorneys. Some agreed we should have enabling legislation that would allow DPL to form a district library without partnering with another municipality. Commissioner Kinloch said the motion was premature.

Judge Thomas explained the authorization was to have a discussion with the State Librarian's attorneys to see if we would have her support in pursuing this legislation. Ms. Machie said the understanding was that the climate was right for such legislation to go forward and that she was not aware of engaging any legislators.

Commission Action

Commissioner Kinloch moved that the lobbyist be directed to give the full Commission an update on the status of the pursuit to become a district library at the next meeting. President Hill seconded; the motion carried by a unanimous vote.

Comments

Commissioner Thomas said the problem was we would not have any information coming back to us on what is feasible. Again, all of these concerns were brought up in the working group. President Hill said discussions would be suspended until a report was received from attorneys.

Commission Action

Commissioner Kinloch moved for the Library staff to be directed to give a full status report and for any contacts with Lansing to be suspended until that time. President Hill seconded. The motion carried.

The meeting was adjourned at 5:22 p.m.