



Vision
MPL is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee.

Mission
Inspiration starts here – we help people read, learn, and connect.

BOARD OF TRUSTEES REGULAR MEETING AGENDA

Tuesday, January 23, 2024
4:00 p.m.

Good Hope Branch - Community Room
7715 Good Hope Road
Milwaukee, WI 53223

WELCOME & ROLL CALL

4:00 – 4:05

PUBLIC COMMENT

4:05 – 4:15

BOARD DEVELOPMENT

4:15 – 4:25

1. **Good Hope Branch Introduction.** Amelia Osterud, Library Services Manager, will share a brief introduction of Good Hope branch.

SPECIAL COMMUNICATION

4:25 – 4:45

2. **Introduction of New Trustees.** Presiding Officer Morgan will introduce new Trustees Venice Williams and Ald. Larresa Taylor.
3. **Annual Review of Fund Investments.** Mr. Wayne Sattler, Senior Vice President & Managing Director at PFM Asset Management LLC, will review the performance of the MPL Trust Fund Investments and offer suggestions for maximizing returns.

CONSENT AGENDA

4:45 – 4:50

Attachment A, page 3

4. **Regular Board Meeting Minutes, November 28, 2023.**
5. **Committee Reports**
 - a. Innovation & Strategy Committee Meeting Minutes – January 9, 2024
6. **Administrative Reports.**
 - a. Financial Report
 - b. Library Director's Report
 - c. Statistics
7. **Updated MPL Board Committee Assignments.**

REPORTS

4:30 – 4:35

8. **Milwaukee County Federated Library System (MCFLS) Board Meeting.** Library Director Joan Johnson will report on the January 22, 2024 meeting.
9. **MPL Foundation.** MPL Foundation Executive Director Ryan Daniels will report on 2023 fundraising and Foundation goals and activities for 2024.
10. **Martin Luther King Branch Redevelopment Project Update.** Deputy Library Director Jennifer Meyer-Stearns will share an update on the project.

NEW BUSINESS

5:15 – 5:20

11. **State Annual Report.** The Trustees will be asked to affirm the leadership provided by the Milwaukee County Federated Library System, a requirement of MPL's annual report to the State.
Attachment B, page 35

CLOSING REMARKS

5:20 – 5:30

12. **Closing Remarks and Adjournment.**

REMINDER: Next scheduled meetings are:

March 6, 2024 Services & Programs Committee – Virtual Meeting, 4:00 p.m.

March 7, 2024 Building & Development Committee – Virtual Meeting, 8:00 a.m.

March 26, 2024 Board Meeting – **IN PERSON**, Central Library 4:00 p.m.

Trustees

Mark Sain, *President*, Michele Bria, *Vice-President*, Teresa Mercado, *Financial Secretary*, Ald. Milele Cogg, Matthew Kowalski, Michael Morgan, Felicia Saffold, Erika Siemsen, Ald. Scott Spiker, Ald. Larresa Taylor, Sup. Kathleen Vincent, Venice Williams, Joan Johnson, *Secretary*, Rebecca Schweisberger, *Secretary's Assistant* (414) 286-3021

The Milwaukee Public Library Board of Trustees is an informed, dedicated group of citizens who represent a cross-section of the city of Milwaukee and are committed to supporting, developing, and advancing the library for the benefit of all residents of Milwaukee and others throughout Milwaukee County, the State of Wisconsin, and beyond. In their role as advocates and advisors, they serve the library's many patrons, its staff, the common good of the community, and this critical and enduring institution.

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX) or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

MILWAUKEE PUBLIC LIBRARY BOARD OF TRUSTEES

REGULAR MEETING

MINUTES

Tuesday, November 28, 2023

Video Conference Call via GoToMeeting

PRESENT: Teresa Mercado, Matthew Kowalski, Michael Morgan, Felicia Saffold, Ald. Scott Spiker, Erika Siemsen, Sup. Kathleen Vincent, Joan Johnson

EXCUSED: Michele Bria, Ald. Milele Coggs, Mark Sain

STAFF: Rebecca Doherty, Melissa Howard, Yves LaPierre, Tammy Mays, Jennifer Meyer-Stearns, Joseph Moretz, Marian Royal, Rebecca Schweisberger, Kelly Wochinske

OTHERS

PRESENT: INPOWER Solutions: Aziz Abdullah, Raven Eggson, Emani Taylor

Presiding Officer Teresa Mercado called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:04 p.m. on November 28, 2023 with a quorum present. Trustee Mercado attended virtually; Trustees Spiker, Siemsen, and Vincent participated by conference phone. As a point of order, Library Director Joan Johnson noted MPL is awaiting confirmation that the two newest Trustees, Alderwoman Larresa Taylor and Venice Williams, have been sworn in. As such, the quorum requirement for this meeting was seven to ensure compliance to the Bylaws. The agenda items were taken out of order but are presented here in numerical sequence.

PUBLIC COMMENT

Library Director Joan Johnson introduced Rebecca Doherty, Library Services Manager – Rare Books Room. Ms. Doherty shared a brief overview of her professional experience and her goals for community access to the Rare Books Collection. She invited Trustees to contact her with ideas for programming or suggestions for supporting community engagement.

SPECIAL COMMUNICATION

1. **Introduction of New Trustee.** This item was held for the January 23, 2024 meeting.

CONSENT AGENDA

2. **Regular Board Meeting Minutes October 24, 2023**
3. **Committee Reports.**
 - Finance & Personnel Committee Meeting Minutes – October 24, 2023
 - Building & Development Committee Meeting Minutes – November 2, 2023
 - Executive Committee Meeting Minutes – November 15, 2023
4. **Administrative Reports**
 - a. Financial Report
 - b. Library Director’s Reports
 - c. Statistics
5. **Updated 2024 Board Meeting Schedule.**

Chair Mercado asked the Board if any items should be removed from the Consent Agenda presented as attachment A, pages 3-20 of the agenda. Trustee Morgan moved to remove the November 2, 2023 Building & Development Committee minutes to allow Yves LaPierre, Library Construction Projects Manager, the opportunity to present an update on the Martin Luther King branch redevelopment project. Trustee Kowalski seconded. Motion passed.

Mr. LaPierre shared work has begun on the library site, also known as Building A. The elevator core is in process for Building B, on the north end of the site. However, the project is now behind the original schedule. The Department of Natural Resources encountered delays in securing permits for utility work. Also, the process of handling recycled rubble from the former buildings and stabilizing the soil took longer than anticipated. Work has begun to prepare the footings and components for the library building. The developer and library architect continue to collaborate and sync work following the delays. The library construction documents are close to completion and will be out for permitting soon. The timeline for bids going out has been shifted back from December and the development team expects to have more firm dates in January 2024. Due to the delay in getting documents out to bid, Mr. LaPierre believes the completion date will be pushed back from November 2024. Trustee Morgan thanked Mr. LaPierre for his work on the project, sharing this information with the Board, and also trying to ensure the Board has an accurate timeline for the project.

Trustee Morgan moved to accept the modified consent agenda; Trustee Siemsen seconded. Motion passed.

REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board Meeting.** Library Director Joan Johnson reported on the November 27, 2023 meeting.

- Library Directors Advisory Committee (LDAC): System Library Directors are in discussion about a system-wide fee card. Fee cards allow non-residents to borrow materials from any MCFLS member library. Currently, MPL and a few other system members offer their own fee cards and costs vary. Concerns about offering a system-wide fee card include the card cost and member compensation. The fee card is likely to become part of the MCFLS strategic planning process.
- Legislative issues: There are several State bills that could impact library services. Senate Bill 598 would require public libraries to immediately alert parents about the materials their children check out. MCFLS is working with the Wisconsin Library Association and their lobbyists to ensure legislators have all pertinent information and can make an informed vote. If passed, the bill would have a financial impact on libraries, as the cost to invest in technology to send notifications could be significant. The City's Intergovernmental Relations Division contacted Director Johnson for additional information and how the bill would impact MPL. MPL has a procedure in place to provide parents with information about materials checkouts of children under the age of 16. Additionally, parental rights to access to information is already mandated by the State Statute 43.30.
- Strategic Plan: The MCFLS Legislative and Systems Committee is coordinating activities for their strategic plan. As part of the plan, they conducted a survey of patrons and a survey of Library Directors. Director Johnson is working on the survey, which is due on December 8, 2023. The public survey conducted in fall received over 10,000 responses. Director Johnson will request additional data about the survey responses. The strategic planning retreat is scheduled for January 18, 2024 and is open to system Library

Directors, and the MCFLS Board and staff. Director Johnson will share a report from the retreat.

- Diversity in Librarianship Initiative: Director Johnson, MCFLS Director Steve Heser, and the Library Directors of Marquette University and UWM are working together to identify funding opportunities to help get diverse candidates into the pipeline for library positions, especially librarians. The team will work together to find grants, submit applications, and work together to support potential candidates for library school and internship opportunities.

Informational item.

OLD BUSINESS

7. **2024 Final Budget Update.** Deputy Library Director Jennifer Meyer-Stearns shared a summary of the adopted 2024 budget, which is attached at the end of these minutes. The amendment to add Sunday hours year-round was a significant change to the adopted budget. MPL received an additional \$797,000 to the operating budget and the addition of 20 positions. MPL is developing a staffing plan to support Sunday hours year-round. In 2024, all City departments will use American Rescue Plan Act (ARPA) dollars to fund part of their salaries and operating. For MPL, approximately 60% of salaries and operating will be funded with ARPA. MPL has been assured that the regular funding will be restored for the 2025 budget. Funding was added for additional security equipment for public-facing staff. Informational item.
8. **Community Engagement Report.** Library Director Joan Johnson introduced the INPOWER Solutions team, Aziz Abdullah, Raven Eggson, and Emani Taylor. The INPOWER team presented the executive summary report and shared an overview of the various reports that will be shared with staff and the public. The summary is attached at the end of these minutes.

In response to potential budget cuts and service model changes, MPL began community engagement work in January 2023 and partnered with INPOWER Solutions in April. The INPOWER team developed the 'Get Loud for Libraries' campaign, which offered community members the opportunity to share their preferences, needs, and suggestions for services, as well as personal experiences and memories about the library. Data collection methods included: online surveys, paper surveys, listening sessions, and engagement events. The team shared information about participant demographics, feedback from the responses, and shared audio clips from participants highlighting key points that were shared by the community. The executive summary, a detailed report with comparative analysis of responses, and the audio clips will be available to the public in a digital format online. INPOWER also prepared a series of thought-starters and recommendations for MPL Administration and staff.

Director Johnson thanked the MPL team for their work on the community engagement process: Melissa Howard, Chantel Clark, Chris Murphy, Gwen Long, and Rebecca Schweisberger. The information gleaned from the community engagement process and report will inform MPL's strategy for increased engagement and responsiveness to community feedback.

The Board thanked INPOWER Solutions and MPL staff for this comprehensive report and their continued efforts. The INPOWER team expressed their appreciation for the opportunity to partner with MPL on this project.

Informational item.

NEW BUSINESS

9. **2024 Library Hours.** The Board reviewed the 2024 proposed library hours of operation, listed as Attachment B of the agenda. The library hours include the addition of Sunday service hours, 1:00-5:00 p.m., year-round at Central Library and two branches. Depending on recruitment and selection activities, MPL expects to begin offering Sunday hours at the selected branches in July 2024. Trustee Saffold moved to approve the hours as presented; Trustee Vincent seconded. Motion passed.

CLOSING REMARKS

The Board participated in the annual holiday donation.

With no further business, the Milwaukee Public Library Board of Trustees meeting of November 28, 2023 was adjourned at 5:24 p.m.

Milwaukee Public Library

Year 2024 Adopted Budget Overview

| Operating Budget | 2023 Adopted Budget | 2024 Adopted Budget | Change from 2023 to 2024 | % Change | Notes |
|--|---------------------------|---------------------------|-----------------------------|---------------|--|
| Salaries and Wages | \$ 14,013,643 | \$ 5,973,002 | \$ (8,040,641) ▼ | -61.1% | · \$10.1 million (65%) of salaries & wages will be funded by ARPA revenue replacement funds in 2024 · 6 positions (1.24 FTEs) added for MLK full service restoration in 4th quarter of 2024 · 20 positions (10 FTEs) added for Sunday Hours Pilot Program amendment · Personnel Cost Adjustment increased from 5.0% to 5.5% |
| Fringe Benefits | \$ 6,306,139 | \$ 2,687,851 | \$ (3,618,288) ▼ | -61.1% | · Fringe benefits rate remains 45%. |
| Supplies and Materials | \$ 360,395 | \$ 376,500 | \$ 16,105 ▲ | 4.5% | |
| General Services | \$ 2,108,074 | \$ 2,302,538 | \$ 194,464 ▲ | 8.0% | · \$6.2K for MLK full service restoration in 4th quarter of 2024 · \$81.5K funded by ARPA in 2023 reverted to O&M for 2024 · Increase excluding ARPA: 3.9% |
| Energy | \$ 699,228 | \$ 847,800 | \$ 148,572 ▲ | 19.2% | · \$7.5K for MLK full service restoration in 4th quarter of 2024 · \$31.0K funded by ARPA in 2023 reverted to O&M for 2024 · Increase excluding ARPA: 14.1% · Rate increases: 1% for electricity, 6% for natural gas, and 25% for steam |
| Equipment | \$ 285,500 | \$ 435,750 | \$ 150,250 ▲ | 52.6% | · \$30K increase for self-checkout machine replacements · \$110K increase for technology innovations to support security and efficiency |
| Books and Materials | \$ 1,757,000 | \$ 1,827,000 | \$ 70,000 ▲ | 4.0% | |
| Special Funds - Branch Property Payments | \$ 129,300 | \$ 134,100 | \$ 4,800 ▲ | 3.7% | · East, Good Hope, Mitchell Street, and Villard Square |
| Special Funds - Energy Financing | \$ 133,500 | \$ 136,200 | \$ 2,700 ▲ | 2.0% | · Energy efficiency project equipment lease |
| Total | \$ 25,792,779 | \$ 14,720,741 | \$ (11,072,038) ▼ | -42.9% | |
| Total Less Fringe Benefits | \$ 19,486,640 | \$ 12,032,890 | \$ (7,453,750) ▼ | -38.3% | |
| ARPA Revenue Replacement | \$ 1,355,788 | \$ 14,645,001 | \$ 13,289,213 ▲ | 980.2% | |
| Total Including ARPA Funding | \$ 27,148,567 | \$ 29,365,742 | \$ 2,217,175 ▲ | 8.2% | |
| Positions | 347 | 396 | 49 ▲ | 8.4% | |
| O&M FTEs | 265.23 | 111.49 | -153.74 ▼ | -61.7% | |
| Non-O&M FTEs | 39.67 | 209.08 | 169.41 ▲ | 427.0% | |
| Total FTEs | 304.90 | 320.57 | 15.67 ▲ | 1.9% | |

Summary

The Milwaukee Public Library is approximately 3.5% of the total City of Milwaukee Operating Budget

- 2024 MPL City Supported Budget:** Total budget is \$14.7 million including fringe benefits, a decrease of \$11 million (43.0%) over the 2023 Adopted Budget. Factoring in the operating costs funded by ARPA in 2023 and 2024, it's an 8.2% increase. Most of the increase to our salaries budget resulted from a 2% general wage increase and a 1% longevity increase for City employees effective January 2023, as well as DER classification changes. Overall, our operating budget increases were mainly due to higher energy rates and increased property service costs for facilities and security. The equipment budget increased by 53%, in large part to support technology innovations that will support security and efficiency. \$797K was added via budget amendment to accommodate additional personnel, utilities, and property services costs resulting from the expansion of Sunday hours.
- Key Impacts:** Departments were instructed to submit a cost-to-continue budget request. In addition to maintaining the current level of service and hours, an amendment calling for an expansion of Sunday hours was passed. MPL and a number of other departments will see 65% of salaries & wages funded by ARPA in 2024.
- Capital Budget:** The 2024 Capital Budget for MPL is \$3.47 million. \$1.46 million is proposed for a Facility Conditions Survey of Central, and for roof, mechanical, and security improvements at Central and branch libraries. \$2 million is proposed to fund the new MLK library build out. Construction estimates from our owner's rep, Hunzinger, the architects cost estimators, Concord Group, and the developer's own project cost estimates confirmed construction market costs are up nearly 30%.

Get Loud for Libraries

Community Engagement Report Overview | November 2023



Background

In January 2023, the Milwaukee Public Library (MPL) initiated its "Community Conversations With The City Librarian" sessions, marking the beginning of a broad community engagement effort. This project was a response to possible budget cuts in Milwaukee. To enhance and deepen this engagement, MPL also launched the "Get Loud for Libraries" campaign, a complementary initiative designed to expand the collection of community insights and input.

Project Overview



Milwaukee Public Library launched a project called "Get Loud For Libraries" in April of 2023, which concluded in August 2023



The project was designed to focus on what community members value most about current programs and services, as well as explore desires for future offerings



Surveys and events were made available in multiple languages and in various parts of the City of Milwaukee with access, equity, and inclusion as a cornerstone

Input and feedback was collected using randomized incentives and gathered through various channels which included:



Online surveys



Paper Surveys



Listening Sessions



Engagement Events

Survey Engagement Overview

4,378

Milwaukee residents completed online or paper surveys.

3,459

Visited a Milwaukee Public Library in the past year.

919

Had not visited a Milwaukee Public Library in the past year.

21.2%

Individuals Lived Near North Cluster Libraries

Branches Include: Atkinson, Capitol, Good Hope, Villard Square

43.8%

Individuals Lived Near Central Cluster Libraries

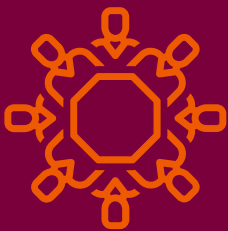
Branches Include Center Street, Central, East, Washington Park, Martin Luther King Dr.

35%

Lived Near South Cluster Libraries

Branches Include: Mitchell Street, Bay View, Zablocki, Tippecanoe

Event & Listening Session Overview



22

Listening sessions and community engagement events hosted



450+

Attendees and actively participating individuals engaged

Sessions focused on hard-to-reach and historically underrepresented communities including:

55+

Older Adults



Youth



Whole Families



BIPOC



ESL



LGBTQAI+

When Looking At Patron & Non-Patron Responses

Top Responses For Most Valued Programs & Services From Surveying Current Patrons (3,459 Respondents)

A patron was identified as anyone who had been to the library within the 12 months prior to taking the survey.

-  **Material**
56.22% selected Books, DVDs, and CDs
-  **Digital**
2 of every 10 selected Databases
-  **Gaming & Youth**
19.85% selected Summer Reading Programs
-  **Community & Family**
1,372 selected Movie Screenings




Top Responses For Most Valued Programs & Services From Surveying Non-Patrons (919 Respondents)

A non-patron was identified as anyone who had yet to go to the library within the 12 months prior to taking the survey.

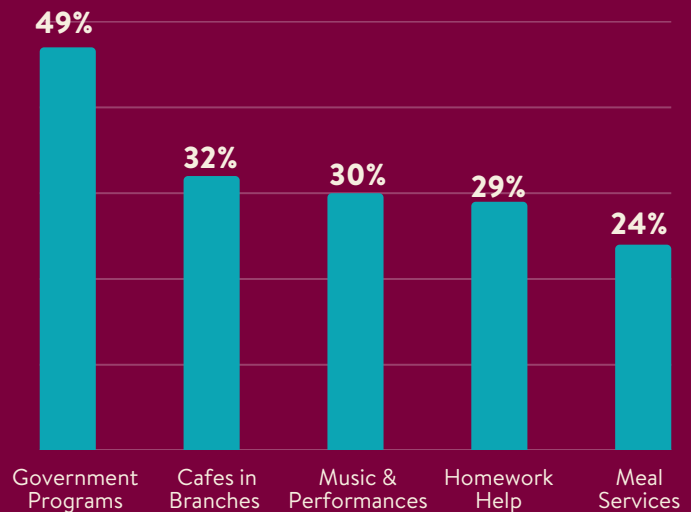
-  **Material**
5 of every 10 selected Device Checkouts
-  **Digital**
40% selected E-books
-  **Gaming & Youth**
49% selected Makers Spaces
-  **Community & Family**
396 selected Movie Screenings

When Looking At Patron & Non-Patron Responses Combined

Communications & Operational Preferences

-  **Channel Of Communication**
Social media is the leading channel indicated as a top source of awareness
-  **Days & Hour Preferences**
The most preferred days for library operations are:
 - Saturday (24.99%)
 - Sunday (18.50%)
 - Wednesday (12.60%)
-  **Library Operation Hours**
The most preferred library operation hours are:
 - Early evenings from 4p-8p (29.74%)
 - Afternoons from 12p-4p (26.44%)

Most Desired Programs To Expand



Inclusivity & Investment



4.9 out of 5 individuals strongly agreed that libraries are a place of inclusion.



4 out of 5 individuals identified they strongly agreed that the library is a good use of tax dollars.

Alignment Between Recommendations & Current Offerings



Over 42% of recommended qualitative responses for new programs and services are already happening.



An average of 1 out of every 4 respondents, current and non-patrons, were aware of current programs and services.

Throughout the campaign, over 4,000 individuals shared their cherished library experiences. Here are some of those moments:



Discovery and Joy in Learning

"I remember being so excited to go to the library because I could borrow all the books and movies I wanted... then I heard a room of laughter and I followed it [to] a crowd of children and a magician with a bunny. I had so much fun laughing at the magician's tricks and making new friends."



Intergenerational Connection and Appreciation

"His eyes, I'm telling you, it lit up... he was telling me about what he saw and the history... it's good that I'm trying to learn more about it and know that his services weren't in vain... Shared with me some of his personal favorites, which I rented out that day."



Accessibility and Enrichment

"We didn't have a lot of money, but going to the library cost nothing... we'd spend hours there... being excited to go back again the following weekend to borrow more books and return the ones that I had. It just was such an amazing experience."



Community and Personal Growth

"It's where I took my grandchildren for storytelling... The list is endless... the Milwaukee Library was part of me growing up in Milwaukee and is still part of me now at the age of 66."



Nurturing Creative Talent

"Our local library actually had someone come in and teach us how to draw... it was free for me to be able to join and to make my skills better."



Milestone and Independence

"My favorite library memory is my daughter getting her first library card... She was so excited... she signed the back of a card with a Sharpie in like, huge big black letters... it was a really exciting day."

The more than 4,000 stories shared illustrate the profound impact of libraries as centers for learning, cultural enrichment, and community connection. These narratives showcase the library's vital role in fostering curiosity, creativity, and unity among diverse groups, highlighting their ongoing importance in enriching and inspiring our lives.



**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
INNOVATION & STRATEGY COMMITTEE
MINUTES
Tuesday, January 9, 2024**

Video Conference Call via GoToMeeting

PRESENT: Matt Kowalski, Erika Siemsen, Ald. Scott Spiker, Ald. Larresa Taylor, Joan Johnson

EXCUSED: Venice Williams

OTHERS: MPL: Chantel Clark, Melissa Howard, Jennifer Meyer-Stearns, Rebecca Schweisberger

Committee Chair Matt Kowalski called the MPL Board of Trustees Innovation and Strategy Committee meeting to order at 9:17 a.m. on January 9, 2024 with a quorum present. All Trustees and presenters participated by video conference.

1. **Committee Meeting Minutes Review.** The Committee reviewed and approved the minutes from the June 6, 2023 meeting, listed as Attachment A of the agenda. Trustee Siemsen moved to approve; Trustee Spiker seconded. Motion passed.
2. **Major 2024-2025 Goals.** Library Director Joan Johnson reviewed MPL's organizational goals, listed as Attachment B of the agenda. In addition to the broader goals, each branch and department are setting individual goals and using several guiding documents for strategic direction. The documents include: MPL Vision 2020, the community engagement report, and the REI work plan. Director Johnson has distilled these documents into the one-page Long-Term Goals and Short-Term Action Steps to help staff understand their role and ensure cohesion of efforts. Director Johnson reviewed each of the goals and action steps MPL will take to achieve them. The Trustees shared appreciation for having all goals and action steps in a single document. Informational item.
3. **Broadband Access Update.** Library Director Joan Johnson presented an update on the broadband access work. Director Johnson has been working with Assistant City Attorney Joseph Dobbs regarding legalities of the proposal to install broadband infrastructure on library buildings to provide internet service in local areas. Attorney Anita Gallucci, of Boardman Clark, has offered to work with MPL pro bono to initiate this project. One of Attorney Gallucci's areas of expertise is telecommunications and she will help design the project to ensure it is in full compliance with state law. Attorney Dobbs will submit the project request to the Common Council for approval. If approved, Director Johnson will begin working with Attorney Gallucci to identify and apply for grants to support the project. Informational item.
4. **Community Engagement Campaign Follow-up.** Library Director Joan Johnson shared the detailed, 30-page community engagement report is nearly ready for release to the public. Melissa Howard, Community Relations and Engagement Director, reported on the statistics and impact of MPL's social media channels. The report is attached at the end of these minutes. Demographic data shows the various social media channels are reaching patrons in a wide range of ages. The data shows some correlation between social media engagement and MPL resource usage. In addition to social media presence, MPL was featured in several traditional media outlets. Integrating online and in-person engagement will help MPL take a data-driven, patron-led approach to service. MPL will continue to

monitor how social media metrics correspond with service and use the data to inform planning and strategy. Informational item.



The meeting of the Milwaukee Public Library Board's Innovation & Strategy Committee was adjourned at 10:02 a.m. on January 9, 2024.

MPL Social Media & Marketing Update

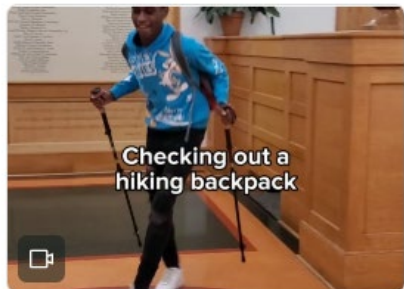




Inspiration Starts Here – Read • Learn • Connect

Today, the average social media user logs into about seven platforms each month.

  milwaukeepubliclibrary
Tue 11/14/2023 9:09 am PST

To summit all up, we've got more than just books. #hiking #WisconsinTrails #TravelWisconsin #LibrariesOfInstagram...



  milwaukeepubliclibrary
Tue 5/2/2023 8:59 am PDT

A challenge? Yes please. Visit mpl.org/ask (link in bio) or in person to ask a reference question. #Librarian #Librarians...



  milwaukeepubliclibrary
Tue 5/23/2023 10:21 am PDT

Come to the library and learn about historical figures good and bad, weird and wonderful, who built or toppled whole...



  milwaukeepubliclibrary
Fri 1/13/2023 8:29 am PST

Come to the library, we'll never drag 📖 you for your reading choices. #Seggsy #RomanceBooks #Romance #RomanceBook...



MPL Social Channels

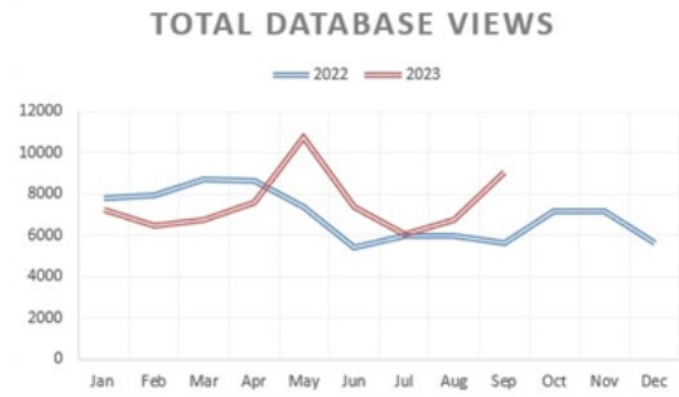
| | Facebook | Instagram | IG:Create | IG: Collections | TikTok | LinkedIn | Twitter | YouTube |
|-----------------------|--|--|---|---|--|---|---------|--|
| Total followers | 21,747 | 203,088 | 3,041 | 3,428 | 119,143 | 1,398 | 8,758 | 1065 |
| Total Impressions YTD | 1,667,277 - 927,069 (organic) | 39,676,930 | 121,553 | 223,211 | 5,163,483* (Aug-Dec only) | 31,042 | 89,509 | 758,200 |
| Total Engagements YTD | 70,677 | 3,265,084 89,140 (daily ave reach) | 5,119 | 21,025 | 923,476 (Aug-Oct only) | 2,051 | 1,707 | 79,218 views |
| Engagement Rate | 4.8% | 8.7% | 4.2% | 10.17% | na | 6.6% | 1.9% | na |
| MKE Specific Audience | 2,001 (9.6%) | 10,454 (5%) | 1,403 | 417 | 37,530 (31.5%) | n/a | n/a | na |
| Demographics | 13–17 (0.1%) 18–24 (1.7%) 25–34 (13.8%) 35–44 (28%) 45–54 (18.6%) 55–64 (16%) 65+ (21.8%) 74.9% female | 13–17 (3.2%) 18–24 (17.6%) 25–34 (37.6%) 35–44 (26%) 45–54 (9.6%) 55–64 (3.6%) 65+ (2.4%) 58.6% female | 13–17 (0.7%) 18–24 (5.8%) 25–34 (31.3%) 35–44 (35.6%) 45–54 (16.5%) 55–64 (6.3%) 65+ (3.8%) 58.2% female | 13–17 (0.3%) 18–24 (7.3%) 25–34 (33%) 35–44 (31%) 45–54 (15.1%) 55–64 (7.2%) 65+ (6.1%) 44.2% female | 13–17 (NA) 18–24 (19%) 25–34 (43%) 35–44 (24%) 45–54 (10%) 55+ (4%) 82.7% female | Audience Top Job Functions: Community & Social Services (208) Audience By Seniority Level: Entry-level (557) Senior (336) | n/a | 13–17 (0.3%) 18–24 (15.3%) 25–34 (13.5%) 35–44 (60%) 45–54 (8.4%) 55–64 (1.1%) 65+ (1.3%) 68.3% female |

Impact on library use

- In May 2023, we saw a spike in awareness & new followers on Instagram/Tiktok.

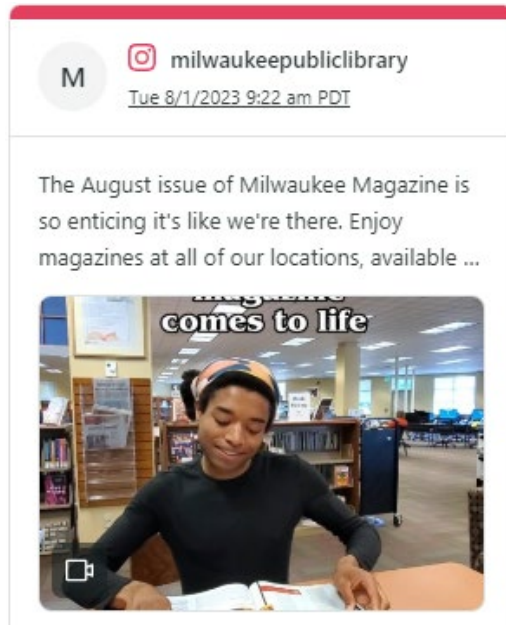


Online database searches also saw a spike this month:



Impact on library use

- In late August, we posted a collaboration with Milwaukee Magazine and highlighted our magazine collection. Digital magazine circulation increased in September.



Other marketing efforts

Press coverage

- In 2023, we had over 50 articles written about the Library. Some examples:
 - PBS Black Nouveau segment on Library Director, Joan Johnson
 - Fox6 News segment on Central's 125th Anniversary, CLCR and Mitchell Street
 - Boston Globe & Washington Post articles on how social media is reaching younger audiences of book lovers
 - Urban Spelunking: Centennial Hall highlight

Take-aways

- A key focus for marketing is on community engagement, information dissemination, and integrated (online/offline) presence.
- Instagram & TikTok are successfully reaching younger audiences, while Facebook continues to reach older age demographics, expanding our social reach so that we're serving variety of audiences.
- With **361,122** total followers (42.6% increase in 2023) across all platforms, social media contributes to 64% of our current marketing reach.
- Social media, similar to PR, can often be a 'long-game' but increasing in importance for reaching patrons in today's fragmented, digital age.
- In 2024, the C&M team will focus on opportunities to continue to reach new patrons and engage existing patrons with the goal to increase library visits and usage.

Thank you for your support!



**Milwaukee Public Library
Financial Report
November 30, 2023**

2023

2022

City Revenues

| | Budget | Received to date | % Received |
|--------------------------------------|----------------------|----------------------|--------------|
| <i>Additional City Appropriation</i> | \$ 25,081,089 | \$ 22,451,562 | 89.5% |
| <i>Fines</i> | \$ 128,000 | \$ 76,760 | 60.0% |
| <i>Lost Materials, etc.</i> | \$ 60,000 | \$ 39,495 | 65.8% |
| <i>MCFLS Contracts</i> | \$ 802,414 | \$ 814,475 | 101.5% |
| Total City Appropriation | \$ 26,071,503 | \$ 23,382,292 | 89.7% |

| | Budget | Received to date | % Received |
|--|----------------------|----------------------|--------------|
| | \$ 24,494,523 | \$ 21,682,577 | 88.5% |
| | \$ 138,000 | \$ 77,599 | 56.2% |
| | \$ 60,000 | \$ 71,201 | 118.7% |
| | \$ 760,469 | \$ 760,469 | 100.0% |
| | \$ 25,452,992 | \$ 22,591,846 | 88.8% |

City Expenses

Salaries & Benefits

| | Budget | Spent to date | % Spent |
|------------------------|----------------------|----------------------|--------------|
| <i>Salaries</i> | \$ 14,013,643 | \$ 12,713,319 | 90.7% |
| <i>Fringe Benefits</i> | \$ 6,306,139 | \$ 5,515,891 | 87.5% |
| Total | \$ 20,319,782 | \$ 18,229,211 | 89.7% |

| | Budget | Spent to date | % Spent |
|--|----------------------|----------------------|--------------|
| | \$ 13,374,837 | \$ 12,064,251 | 90.2% |
| | \$ 6,232,576 | \$ 5,624,203 | 90.2% |
| | \$ 19,607,413 | \$ 17,688,454 | 90.2% |

Operating Expenses

| | Budget | Spent to date | % Spent |
|--|---------------------|---------------------|--------------|
| <i>General Office Expense</i> | \$ 111,700 | \$ 79,122 | 70.8% |
| <i>Tools & Machinery Parts</i> | \$ 19,000 | \$ 21,472 | 113.0% |
| <i>Construction Supplies</i> | \$ 26,000 | \$ 17,684 | 68.0% |
| <i>Energy</i> | \$ 687,800 | \$ 497,035 | 72.3% |
| <i>Other Operating Supplies</i> | \$ 248,019 | \$ 169,580 | 68.4% |
| <i>Vehicle Rental</i> | \$ 9,000 | \$ 6,071 | 67.5% |
| <i>Non-Vehicle Equipment Rental</i> | \$ 22,000 | \$ 22,740 | 103.4% |
| <i>Professional Services</i> | \$ 180,751 | \$ 207,021 | 114.5% |
| <i>Information Technology Services</i> | \$ 417,642 | \$ 367,834 | 88.1% |
| <i>Property Services</i> | \$ 1,273,520 | \$ 1,542,205 | 121.1% |
| <i>Infrastructure Services</i> | \$ 33,000 | \$ 63,449 | 192.3% |
| <i>Vehicle Repair Services</i> | \$ - | \$ - | 100.0% |
| <i>Other Operating Services</i> | \$ 157,100 | \$ 57,206 | 36.4% |
| <i>Reimburse Other Departments</i> | \$ 105,000 | \$ 35,311 | 33.6% |
| Total | \$ 3,290,532 | \$ 3,086,730 | 93.8% |

| | Budget | Spent to date | % Spent |
|--|---------------------|---------------------|--------------|
| | \$ 109,300 | \$ 46,795 | 42.8% |
| | \$ 20,470 | \$ 11,734 | 57.3% |
| | \$ 23,000 | \$ 24,091 | 104.7% |
| | \$ 684,000 | \$ 615,514 | 90.0% |
| | \$ 193,225 | \$ 116,680 | 60.4% |
| | \$ 9,000 | \$ 4,333 | 48.1% |
| | \$ 22,000 | \$ 15,792 | 71.8% |
| | \$ 238,152 | \$ 298,866 | 125.5% |
| | \$ 432,972 | \$ 366,390 | 84.6% |
| | \$ 1,477,660 | \$ 1,390,611 | 94.1% |
| | \$ 36,000 | \$ 20,271 | 56.3% |
| | \$ - | \$ - | 100.0% |
| | \$ 151,548 | \$ 53,753 | 35.5% |
| | \$ 91,000 | \$ 28,805 | 31.7% |
| | \$ 3,488,327 | \$ 2,993,635 | 85.8% |

Equipment

| | Budget | Spent to date | % Spent |
|--------------------------|---------------------|---------------------|--------------|
| <i>Library Materials</i> | \$ 1,757,000 | \$ 1,710,128 | 97.3% |
| <i>Computers, etc.</i> | \$ 358,187 | \$ 84,301 | 23.5% |
| <i>Other</i> | \$ 83,202 | \$ 54,139 | 65.1% |
| Total | \$ 2,198,389 | \$ 1,848,568 | 84.1% |

| | Budget | Spent to date | % Spent |
|--|---------------------|---------------------|--------------|
| | \$ 1,714,000 | \$ 1,630,219 | 95.1% |
| | \$ 309,229 | \$ 87,033 | 28.1% |
| | \$ 75,823 | \$ 21,139 | 27.9% |
| | \$ 2,099,052 | \$ 1,738,391 | 82.8% |

Other Departmental Appropriation

| | Budget | Spent to date | % Spent |
|---|-------------------|-------------------|--------------|
| <i>Villard Square Property Payment</i> | \$ 8,300 | \$ 8,300 | 100.0% |
| <i>East Property Payment</i> | \$ 4,000 | \$ 4,000 | 100.0% |
| <i>Mitchell Street Property Payment</i> | \$ 72,000 | \$ 72,000 | 100.0% |
| <i>Good Hope Property Payment</i> | \$ 45,000 | \$ - | 0.0% |
| <i>Contingent Energy Financing</i> | \$ 133,500 | \$ 133,483 | 100.0% |
| Total | \$ 262,800 | \$ 217,783 | 82.9% |

| | Budget | Spent to date | % Spent |
|--|-------------------|-------------------|--------------|
| | \$ 7,800 | \$ - | 0.0% |
| | \$ 3,500 | \$ - | 0.0% |
| | \$ 71,000 | \$ 40,500 | 57.0% |
| | \$ 45,000 | \$ - | 0.0% |
| | \$ 130,900 | \$ 130,866 | 100.0% |
| | \$ 258,200 | \$ 171,366 | 66.4% |

| | | | |
|----------------------------|----------------------|----------------------|--------------|
| Total City Expenses | \$ 26,071,503 | \$ 23,382,292 | 89.7% |
|----------------------------|----------------------|----------------------|--------------|

| | | | |
|----------------------------|----------------------|----------------------|--------------|
| Total City Expenses | \$ 25,452,992 | \$ 22,591,846 | 88.8% |
|----------------------------|----------------------|----------------------|--------------|

**Milwaukee Public Library
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November 30, 2023**

2023

2022

Additional Funding Sources

Contract Grants

| | Budget | Spent to date | % Spent |
|--------------------------------|---------------------|-------------------|--------------|
| <i>WTBBL Jul '23 - Jun '24</i> | \$ 1,004,300 | \$ 470,488 | 46.8% |
| <i>ILS Jul '23 - Jun '24</i> | \$ 223,350 | \$ 50,387 | 22.6% |
| Total | \$ 1,227,650 | \$ 520,875 | 42.4% |

| | Budget | Spent to date | % Spent |
|--|---------------------|-------------------|--------------|
| | \$ 1,136,100 | \$ 408,381 | 35.9% |
| | \$ 108,650 | \$ 44,263 | 40.7% |
| | \$ 1,244,750 | \$ 452,644 | 36.4% |

Trust Funds

| | Budget | Spent to date | % Spent |
|--------------------------|-------------------|-------------------|--------------|
| <i>Materials</i> | \$ 124,000 | \$ 124,000 | 100.0% |
| <i>Programming</i> | \$ 38,000 | \$ 25,591 | 67.3% |
| <i>Training</i> | \$ 18,000 | \$ 15,466 | 85.9% |
| <i>Marketing</i> | \$ 32,000 | \$ 31,500 | 98.4% |
| <i>Contingency</i> | \$ 4,000 | \$ 2,293 | 57.3% |
| <i>Board Development</i> | \$ 4,000 | \$ 2,174 | 54.4% |
| <i>Strehlow 50+</i> | \$ 37,319 | \$ 5,563 | 14.9% |
| Total | \$ 257,319 | \$ 206,587 | 80.3% |

| | Budget | Spent to date | % Spent |
|--|-------------------|-------------------|--------------|
| | \$ 113,000 | \$ 113,000 | 100.0% |
| | \$ 34,000 | \$ 15,119 | 44.5% |
| | \$ 15,000 | \$ 9,047 | 60.3% |
| | \$ 29,000 | \$ 10,305 | 35.5% |
| | \$ 4,000 | \$ 111 | 2.8% |
| | \$ 4,000 | \$ 944 | 23.6% |
| | \$ 39,045 | \$ 265 | 0.7% |
| | \$ 238,045 | \$ 148,791 | 62.5% |

Foundation Funds

| | Budget* | Spent to date** | % Spent |
|--------------------|---------------------|---------------------|--------------|
| <i>Materials</i> | \$ 525,961 | \$ 309,318 | 58.8% |
| <i>Programming</i> | \$ 2,072,535 | \$ 1,274,385 | 61.5% |
| Total | \$ 2,598,496 | \$ 1,583,703 | 60.9% |

| | Budget* | Spent to date | % Spent |
|--|---------------------|-------------------|--------------|
| | \$ 536,095 | \$ 31,304 | 5.8% |
| | \$ 1,827,355 | \$ 713,851 | 39.1% |
| | \$ 2,363,450 | \$ 745,155 | 31.5% |

*Includes annual amount committed by the MPL Foundation plus prior year carryover
**Includes actual expenditures and planned expenditures

Investments

U.S. Bank National Assoc. Commercial Paper (rated A1+) confirmation #327152096 dated 3/1/23 and maturing 11/1/23 at a rate of 0.4%...\$250,000.00

**Milwaukee Public Library
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December 31, 2023**

2023

2022

City Revenues

| | Budget | Received to date | % Received |
|--------------------------------------|----------------------|----------------------|--------------|
| <i>Additional City Appropriation</i> | \$ 25,081,089 | \$ 24,440,341 | 97.4% |
| <i>Fines</i> | \$ 128,000 | \$ 89,877 | 70.2% |
| <i>Lost Materials, etc.</i> | \$ 60,000 | \$ 45,503 | 75.8% |
| <i>MCFLS Contracts</i> | \$ 802,414 | \$ 814,475 | 101.5% |
| Total City Appropriation | \$ 26,071,503 | \$ 25,390,196 | 97.4% |

| | Budget | Received to date | % Received |
|--------------|----------------------|----------------------|--------------|
| | \$ 24,494,523 | \$ 23,780,887 | 97.1% |
| | \$ 138,000 | \$ 72,705 | 52.7% |
| | \$ 60,000 | \$ 66,696 | 111.2% |
| | \$ 760,469 | \$ 769,582 | 101.2% |
| Total | \$ 25,452,992 | \$ 24,689,870 | 97.0% |

City Expenses

Salaries & Benefits

| | Budget | Spent to date | % Spent |
|------------------------|----------------------|----------------------|--------------|
| <i>Salaries</i> | \$ 14,013,643 | \$ 13,898,105 | 99.2% |
| <i>Fringe Benefits</i> | \$ 6,306,139 | \$ 6,027,991 | 95.6% |
| Total | \$ 20,319,782 | \$ 19,926,096 | 98.1% |

| | Budget | Spent to date | % Spent |
|--------------|----------------------|----------------------|--------------|
| | \$ 13,374,837 | \$ 13,122,042 | 98.1% |
| | \$ 6,232,576 | \$ 6,096,878 | 97.8% |
| Total | \$ 19,607,413 | \$ 19,218,920 | 98.0% |

Operating Expenses

| | Budget | Spent to date | % Spent |
|--|---------------------|---------------------|--------------|
| <i>General Office Expense</i> | \$ 111,700 | \$ 84,082 | 75.3% |
| <i>Tools & Machinery Parts</i> | \$ 19,000 | \$ 21,898 | 115.3% |
| <i>Construction Supplies</i> | \$ 26,000 | \$ 17,871 | 68.7% |
| <i>Energy</i> | \$ 687,800 | \$ 497,035 | 72.3% |
| <i>Other Operating Supplies</i> | \$ 248,019 | \$ 180,727 | 72.9% |
| <i>Vehicle Rental</i> | \$ 9,000 | \$ 6,737 | 74.9% |
| <i>Non-Vehicle Equipment Rental</i> | \$ 22,000 | \$ 22,865 | 103.9% |
| <i>Professional Services</i> | \$ 180,751 | \$ 213,130 | 117.9% |
| <i>Information Technology Services</i> | \$ 417,642 | \$ 383,977 | 91.9% |
| <i>Property Services</i> | \$ 1,273,520 | \$ 1,642,307 | 129.0% |
| <i>Infrastructure Services</i> | \$ 33,000 | \$ 71,623 | 217.0% |
| <i>Vehicle Repair Services</i> | \$ - | \$ - | 100.0% |
| <i>Other Operating Services</i> | \$ 157,100 | \$ 59,522 | 37.9% |
| <i>Reimburse Other Departments</i> | \$ 105,000 | \$ 35,311 | 33.6% |
| Total | \$ 3,290,532 | \$ 3,237,085 | 98.4% |

| | Budget | Spent to date | % Spent |
|--------------|---------------------|---------------------|--------------|
| | \$ 109,300 | \$ 65,968 | 60.4% |
| | \$ 20,470 | \$ 13,383 | 65.4% |
| | \$ 23,000 | \$ 25,269 | 109.9% |
| | \$ 684,000 | \$ 617,045 | 90.2% |
| | \$ 193,225 | \$ 137,159 | 71.0% |
| | \$ 9,000 | \$ 5,260 | 58.4% |
| | \$ 22,000 | \$ 18,146 | 82.5% |
| | \$ 238,152 | \$ 305,698 | 128.4% |
| | \$ 432,972 | \$ 389,380 | 89.9% |
| | \$ 1,477,660 | \$ 1,610,238 | 109.0% |
| | \$ 36,000 | \$ 42,756 | 118.8% |
| | \$ - | \$ - | 100.0% |
| | \$ 151,548 | \$ 62,009 | 40.9% |
| | \$ 91,000 | \$ 32,040 | 35.2% |
| Total | \$ 3,488,327 | \$ 3,324,351 | 95.3% |

Equipment

| | Budget | Spent to date | % Spent |
|--------------------------|---------------------|---------------------|--------------|
| <i>Library Materials</i> | \$ 1,757,000 | \$ 1,757,000 | 100.0% |
| <i>Computers, etc.</i> | \$ 358,187 | \$ 195,765 | 54.7% |
| <i>Other</i> | \$ 83,202 | \$ 56,467 | 67.9% |
| Total | \$ 2,198,389 | \$ 2,009,232 | 91.4% |

| | Budget | Spent to date | % Spent |
|--------------|---------------------|---------------------|--------------|
| | \$ 1,714,000 | \$ 1,714,000 | 100.0% |
| | \$ 309,229 | \$ 213,037 | 68.9% |
| | \$ 75,823 | \$ 34,696 | 45.8% |
| Total | \$ 2,099,052 | \$ 1,961,733 | 93.5% |

Other Departmental Appropriation

| | Budget | Spent to date | % Spent |
|---|-------------------|-------------------|--------------|
| <i>Villard Square Property Payment</i> | \$ 8,300 | \$ 8,300 | 100.0% |
| <i>East Property Payment</i> | \$ 4,000 | \$ 4,000 | 100.0% |
| <i>Mitchell Street Property Payment</i> | \$ 72,000 | \$ 72,000 | 100.0% |
| <i>Good Hope Property Payment</i> | \$ 45,000 | \$ - | 0.0% |
| <i>Contingent Energy Financing</i> | \$ 133,500 | \$ 133,483 | 100.0% |
| Total | \$ 262,800 | \$ 217,783 | 82.9% |

| | Budget | Spent to date | % Spent |
|--------------|-------------------|-------------------|--------------|
| | \$ 7,800 | \$ - | 0.0% |
| | \$ 3,500 | \$ - | 0.0% |
| | \$ 71,000 | \$ 54,000 | 76.1% |
| | \$ 45,000 | \$ - | 0.0% |
| | \$ 130,900 | \$ 130,866 | 100.0% |
| Total | \$ 258,200 | \$ 184,866 | 71.6% |

| | | | |
|----------------------------|----------------------|----------------------|--------------|
| Total City Expenses | \$ 26,071,503 | \$ 25,390,196 | 97.4% |
|----------------------------|----------------------|----------------------|--------------|

| | | | |
|--------------|----------------------|----------------------|--------------|
| Total | \$ 25,452,992 | \$ 24,689,870 | 97.0% |
|--------------|----------------------|----------------------|--------------|

**Milwaukee Public Library
Financial Report
December 31, 2023**

2023

2022

Additional Funding Sources

Contract Grants

| | Budget | Spent to date | % Spent |
|--------------------------------|---------------------|-------------------|--------------|
| <i>WTBBL Jul '23 - Jun '24</i> | \$ 1,004,300 | \$ 461,050 | 45.9% |
| <i>ILS Jul '23 - Jun '24</i> | \$ 223,350 | \$ 49,839 | 22.3% |
| Total | \$ 1,227,650 | \$ 510,889 | 41.6% |

| | Budget | Spent to date | % Spent |
|--|---------------------|-------------------|--------------|
| | \$ 1,136,100 | \$ 473,303 | 41.7% |
| | \$ 108,650 | \$ 53,347 | 49.1% |
| | \$ 1,244,750 | \$ 526,650 | 42.3% |

Trust Funds

| | Budget | Spent to date | % Spent |
|--------------------------|-------------------|-------------------|--------------|
| <i>Materials</i> | \$ 124,000 | \$ 124,000 | 100.0% |
| <i>Programming</i> | \$ 38,000 | \$ 28,525 | 75.1% |
| <i>Training</i> | \$ 18,000 | \$ 15,568 | 86.5% |
| <i>Marketing</i> | \$ 32,000 | \$ 31,620 | 98.8% |
| <i>Contingency</i> | \$ 4,000 | \$ 2,661 | 66.5% |
| <i>Board Development</i> | \$ 4,000 | \$ 2,174 | 54.4% |
| <i>Strehlow 50+</i> | \$ 37,319 | \$ 5,988 | 16.0% |
| Total | \$ 257,319 | \$ 210,536 | 81.8% |

| | Budget | Spent to date | % Spent |
|--|-------------------|-------------------|--------------|
| | \$ 113,000 | \$ 113,000 | 100.0% |
| | \$ 34,000 | \$ 17,816 | 52.4% |
| | \$ 15,000 | \$ 13,918 | 92.8% |
| | \$ 29,000 | \$ 25,561 | 88.1% |
| | \$ 4,000 | \$ 698 | 17.5% |
| | \$ 4,000 | \$ 2,056 | 51.4% |
| | \$ 39,045 | \$ 965 | 2.5% |
| | \$ 238,045 | \$ 174,014 | 73.1% |

Foundation Funds

| | Budget* | Spent to date** | % Spent |
|--------------------|---------------------|---------------------|--------------|
| <i>Materials</i> | \$ 525,961 | \$ 411,835 | 78.3% |
| <i>Programming</i> | \$ 2,072,535 | \$ 1,376,902 | 66.4% |
| Total | \$ 2,598,496 | \$ 1,788,737 | 68.8% |

| | Budget* | Spent to date | % Spent |
|--|---------------------|-------------------|--------------|
| | \$ 551,095 | \$ 131,523 | 23.9% |
| | \$ 1,863,855 | \$ 808,212 | 43.4% |
| | \$ 2,414,950 | \$ 939,735 | 38.9% |

*Includes annual amount committed by the MPL Foundation plus prior year carryover
**Includes actual expenditures and planned expenditures

Investments

U.S. Bank National Assoc. Commercial Paper (rated A1+) confirmation #327153799 dated 12/18/23 and maturing 05/01/24 at a rate of 1.0%...\$215,000

Director's Report

December 2023-January 2024 Activities

Johnson and team members supported the MPL's REI Committee's excellent execution of the first ever REI All MPL Staff Inservice (November 30). Keynote speakers Tracie Hall and Derek Mosley were well-received, as were all of the session leaders. The planning team received very positive feedback from staff throughout the day and as part of a post evaluation. Several training modules were conducted system-wide in the run-up to the event and the planning team will work to ensure that the REI training continues.

Design team meetings continue for the Martin Luther King Branch redevelopment project. Director Johnson works closely with MPL Construction Projects Manager Yves LaPierre on directing the internal team and vetting the work submitted by the Moody Nolan team.

Johnson supported the kickoff for the *Americans and the Holocaust: A Traveling Exhibition for Libraries*, an educational initiative of the United States Holocaust Memorial Museum and the American Library Association. A joint effort between the MPL and Holocaust Education Resource Center (HERC), the Central Library hosted several of the joint programs including a holocaust survivor testimony with Eva Zaret, which Johnson attended. Johnson also attended and supported staff at the Mitchell Street branch for the Winter Wonderland Community Meal, the final in a series of meals prepared by the Community Kitchen Coordinator Shari Agee throughout 2023. Johnson joined dozens of other staffers in bidding farewell to long-time EOS employee Victoria Sanchez upon her retirement.

Johnson and team presented MPL's 2023 accomplishments and 2024 goals at the Mayor's Action Plan and Policies meeting. She met other cabinet members to discuss ongoing efforts as well as new initiatives for collaboration with Director Hamilton, Office of Community Wellness and Safety, and Director Woodall, Election Commission. Johnson continues to participate in the Emergency Management Committee for the City.

Johnson continues her work with peer professionals as part of the Urban Libraries Council and the Schools, Health, and Libraries Broadband Coalition. On a local level, Johnson engaged with the Milwaukee County Federated Library System staff and Board for a marketing presentation and planning discussion, as well as a retreat for long-term strategic planning.

Johnson led the joint scholarship committee with board members from the MPL Board, the Foundation Board and the Friends of the MPL Board to award \$9,000 in scholarships for MPL employee applicants.

Johnson continues to do outreach and serve the community through her involvement with various organizations including meetings and events with the Westtown Association Board, Milwaukee Broadband Partnership, Wisconsin Marine Historical Society, the Rotary Club of Milwaukee, Bradley Foundation, and a show of support for the King Branch developer, Michael Emem Group for a milestone anniversary. Johnson also participates in the Marquette Law School's Lubar Center for Public Policy Research and Civic Education.

November 2023

Summary of Virtual and In-Person Programs (Adult):

MPL HELPS PEOPLE READ

Christopher Paolini, Author of *Murtagh*, at Centennial Hall. Milwaukee Public Library and Boswell Book Company were pleased to welcome beloved Young Adult Sci-Fi/Fantasy author Christopher Paolini to Centennial Hall Auditorium. Attendees spanned a wide range of ages, and lots of families joined the event for a truly all ages

experience. The author engaged the audience with stories from his career in writing, a reading from his new novel, and answered a volley of questions from the eager audience. It was an afternoon to remember, and concluded with a book signing by the author. Attendance: 604

Coming to America Book Club. This month's book was Part 1 of our discussion of "Braiding Sweetgrass" by Robin Wall Kimmerer. Four of us engaged in a wide-ranging discussion about the book, which was suggested by a participant (which I'd forgotten but she remembered). Everyone agreed that it's a lovely book, unlike any of the others we've read in tone and subject matter. The reader who suggested it has read it multiple times for different book groups and appreciated that the discussion was rooted in the book (not the case for the other times she'd read it). Three of the other attendees who usually come emailed beforehand to say they wouldn't be there, which always feels good – that they're engaged enough to let me know. Attendance: 4

Stories of Exile Reading Group (funded through a grant from the Yiddish Book Center and presented in partnership with the Jewish Museum Milwaukee and the Coalition for Jewish Learning). We spent an hour and 10 minutes on one story ("Edgia's Revenge" by Chava Rosenfarb), 10 minutes on the other, took a break and then the next hour toured the current exhibit "Women Pulling at the Threads of History" with a docent. Some people from last month were there; some were new, including a therapist with a background that included Holocaust survivors and family members who died in the camps. Her perspective and input helped enrich the discussion in a way that wouldn't have been possible without her expertise. Current registration for series of 5 events: 6

Climate Action Book Club. We discussed *As Long as Grass Grows: The Indigenous Fight for Environmental Justice from Colonization to Standing Rock* by Dina Gilio-Whitaker in honor of Native American Heritage Month. This book was fairly brief, but rich in head turning perspectives about how inclusive climate activism should look. The author makes a compelling case for the fact that environmental justice will never be true justice until environmentalism is indigenized. This was the last monthly virtual meeting for this book club to make room for a revamping in 2024. Attendance: 4

MPL HELPS PEOPLE LEARN

58 Schools in 15 Years: Milwaukee's Post-War Building Boom. On November 7, Docomomo and the Wisconsin Architecture Archive collaborated on a program held in the Zeidler Room of Central Library. Architectural historian Justin Miller gave a lecture on the Mid-Century Modern architectural style of the Milwaukee Public Schools built during the 1950s and 1960s. Attendance: 50

Do Words Yourself: Getting Comfortable in your Writer Skin. This "venture capital" first attempt at instituting an annual writing event at the library was an absolute win. Attendees were highly engaged; the speakers were all excellent - Author/Publisher Christina Ward stayed an entire hour after her presentation to answer questions, the panel with authors Elaine Bergstrom, Shauna Singh Baldwin and Michael Gayle was wide-ranging and informative and writer/publisher/creative Lexi Brunson presented a wide array of ways for people to market themselves and their work. ZIP Codes represented included 53218, 53207, 53211, 53217, 53223, 53202, 53210, 53212, and 53216. Attendance: 19

Wisconsin and the Holocaust: What did we know? Discussion with HERC staff and the Wisconsin Historical Society's Kurt Griesemer, an Emmy Award winning creator and producer of Wisconsin Biographies and co-author of the 2nd edition of Wisconsin: Our State, Our Story, from the Wisconsin Historical Society to explore Germans in Wisconsin prior to, and after, World War I as well as what Wisconsinites were doing as the Holocaust was unfolding. Attendance: 10

The US & the Holocaust: Old Debates & New Approaches. In the wake of the successful “Americans and the Holocaust” exhibition at the United States Holocaust Memorial Museum, and the recent PBS documentary “The U.S. and the Holocaust,” a new consensus is emerging regarding the role of the US in Nazi Germany’s efforts to exterminate European Jewry. In this talk, historian Barry Trachtenberg, author of *The United States and the Nazi Holocaust: Race, Refuge, and Remembrance* (Bloomsbury, 2018) and *The Holocaust & the Exile of Yiddish: A History of the Algemeyne Entsiklopedye* (Rutgers, 2022), will discuss the historical controversies that have occurred around the questions of America’s role in the Holocaust and point to new and promising avenues for inquiry. Barry Trachtenberg is the Rubin Presidential Chair of Jewish History and Professor of History at Wake Forest University. Attendance: 26

MPL HELPS PEOPLE CONNECT

Opening Reception of *Americans and the Holocaust: A Traveling Exhibition for Libraries.* Drawing on a remarkable collection of primary sources from the 1930s and ‘40s, the exhibition focuses on the stories of individuals and groups of Americans who took action in response to Nazism. It will challenge visitors to consider the responsibilities and obstacles faced by individuals who made difficult choices, sought to effect change, and, in a few cases, took significant risks to help victims of Nazism even as rescue never became a government priority. Keynote speeches by exhibit curator Danielle Greene, HERC Director Samantha Abramson, and Milwaukee Jewish Federation President Miryam Rosenzweig created an unforgettable evening of community, education, and remembrance. Attendance: 68

Fall Harvest Holiday Community Meal. This festive, Thanksgiving-themed meal was the 4th community meal of the year. Attendees engaged in the traditional MPL Trivia Game and Thanksgiving Match-Up activity before enjoying a homemade meal made in the Community Kitchen. This program celebrates the 2nd year of offering holiday-inspired meals to community members. Positive engagement, community bonding and fellowship over food were the highlights of this program. The Fall Harvest meal holds the record of the highest food programming attendance to date, of which 31 were community member walk ins. Attendance: 68

Snack Hack: Kids Kitchen

Snack Hack: Kids Kitchen is a new food and nutrition literacy program for school-aged youth offered as weekly sessions designed to teach all aspects of food: nutritional elements, food groups, cooking principles, history of food, how food is grown, cultural connections to what we eat, how food works in our bodies and methods on how to prepare meals at home. Sessions include a hands-on cooking lesson and a snack for attendees. November continued lessons on the human digestive system. Topics were: **Human Factory Zone 3: Stomach** (Snack – Chicken Noodle Soup & Toasted Flatbread); **Human Factory Zone 4: Small & Large Intestine** (Snack – White Chicken Chili). Total attendance at 2 sessions: 43

Total attendance for 199 programs: 1,383

December 2023

Summary of Virtual and In-Person Programs (Adult):

MPL HELPS PEOPLE READ

Sonset 2.0: An Intimate Performance and Book Reading. Washington Park Branch Library hosted the program *SONSET 2.0*, which featured an intimate performance by multi-instrumentalist Klassik interwoven with a book reading by award-winning local writer Joey Grihalva. The event centered around Grihalva's 2022 book *The Milwaukeean: A Tale of Tragedy and Triumph*, which began as a traditional biography of Kellen "Klassik" Abston. The book expanded into a layered exploration of trauma, substance abuse, gun violence, racism, spirituality, creativity, belonging, and ultimately, the healing power of art and community. Attendance: 6

Stories of Exile. This was the most diverse group we've had yet. "A Fort of Nine Towers" covers the time between Russia leaving Afghanistan to rival warlords and, eventually, the first rise of the Taliban in Afghanistan. It opens with a happy, close-knit family that is eventually torn apart and forced to live on the run, trying to find a way out of the country and not succeeding. It resonated in a very different way since the events of October 7, a fact noted in the discussion. Participants who shared their religious backgrounds in the course of the discussion identified as Jewish, East Orthodox Christian, and Muslim, and similarities between the Holocaust and the 1947 Partition of India & Pakistan (the parents of some participants had lived through both events) were noted. The recent Dobb's decision in the US was cited as a sign of institutional norms under stress, and talk about the importance of stable governments and their role in preserving institutions and civic stability in the context of the book was another thread. We also talked about Islamophobia and anti-Semitism in the US and the similarities among marginalized communities. Attendance: 7

MPL HELPS PEOPLE LEARN

"The U.S. and the Holocaust" 45-Minute Screening. This program was a special 45-minute virtual screening of the groundbreaking PBS documentary, "The U.S. and the Holocaust," directed by Ken Burns, Lynn Novick and Sarah Botstein. HERC was the lead sponsor in Wisconsin when the documentary debuted in September 2022. It told the story of how the American people grappled with one of the greatest humanitarian crises of the twentieth century, and how this struggle tested the ideals of our democracy. After the screening, we were joined virtually by Sarah Botstein from Florentine Films for a Q+A session. The "U.S. and the Holocaust" documentary was Sarah's co-directorial debut. HERC's executive director, Samantha Abramson, led a fascinating discussion with Botstein about the film and its compelling lessons for our world today. Attendance: 53

Stories of Survival and Hope: An Afternoon with Holocaust Survivor Eva Zaret. Samantha Abramson, HERC's Executive Director, facilitated a compelling and heartbreaking conversation with local Holocaust survivor Eva Zaret. Eva shared stories and photos of her time during the Holocaust in the Budapest Ghetto; how she got caught in the outbreak of the Hungarian Revolution; and what made her find hope again to love everybody and choose kindness. Attendance: 62

MPL HELPS PEOPLE CONNECT

Winter Wonderland Holiday Community Meal. This jolly, Christmas-themed program was the 5th and last community meal that closed out food programming for the year. This is the 2nd year of offering holiday-inspired meals to community members. Attendees engaged in the competitive MPL Trivia Game and Scattergories before enjoying a homemade meal, consisting of *Braised Beef Tips, Glazed Ham, 4 Cheese Baked Macaroni, Rustic Mashed Potatoes, Roasted Vegetables, Eggnog* and "*Bailey's Mistletoe*" Cheesecake Cupcakes. MPL Interns assisted Chef Sharrie by checking in attendees, led the festive games & fun activities and helped to serve the meal. *Common Council President/Alderman José Pérez* and wife, along with *Library Director-Joan Johnson*, graced the program with their presence. Positive engagement, community bonding and fellowship over food were highlights of this program. What a delicious end to 2023! Attendance: 65

Jólabókaflóð Cozy Craft & Reading Party. Over twenty attendees created aurora borealis chalk nightscapes while enjoying a lively discussion of favorite reads of 2023 in the East Branch Community Room. All left with a list of things to read, a complementary book to keep or re-gift, and a gorgeous piece of art to hang up at home. Attendance: 22

Knot Just Knitting. Because there was only one session this month – the fourth Monday was Christmas – we had a Holiday party and put out ALL the yarn, needles, notions and bags that people have generously donated for our group – along with refreshments. One of our regular attendees brought homemade treats to share, and everyone had a great time talking and showing off their recent work. Attendance: 14

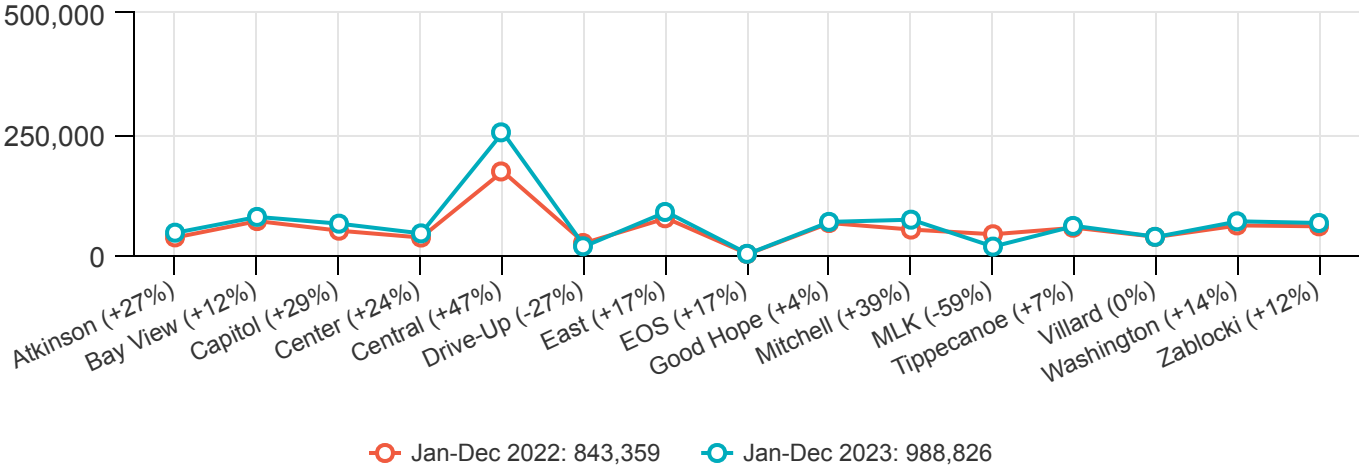
Total attendance for 92 programs: 702

Summary of Virtual and In-Person Programs (Youth):

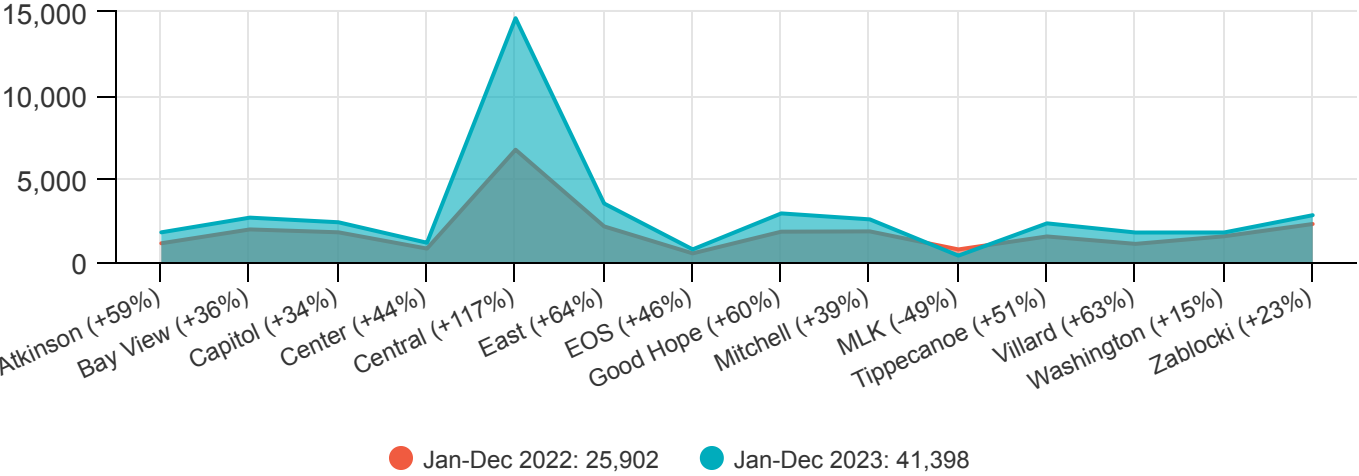
Family Engagement Night Outreach. Staff from the Central Library Children’s Room and Education & Outreach Services attended regular Family Engagement Nights throughout 2023 to promote parents supporting their children’s early literacy skill development through the Daily High Five of talking, singing, reading, playing and writing experiences. The team sets up a mini-MPL with a comfortable reading area and a library of books to check out. Children browse books and enjoy impromptu read-alouds while families have library cards created or renewed. Families can check out, renew, and return materials during the events. 2023 Events: 9; 2023 Attendance: 985

Winter Wonderland Stories. For the last story time of the year, Bay View hosted a read-along and sing-along story time with picture book adaptations of popular winter songs. Adults were encouraged to sing along and try the action rhymes and finger plays to model participation. After the stories, children decorated festive cookies, both developing their fine motor skills and enjoying a delicious treat. Attendance: 49

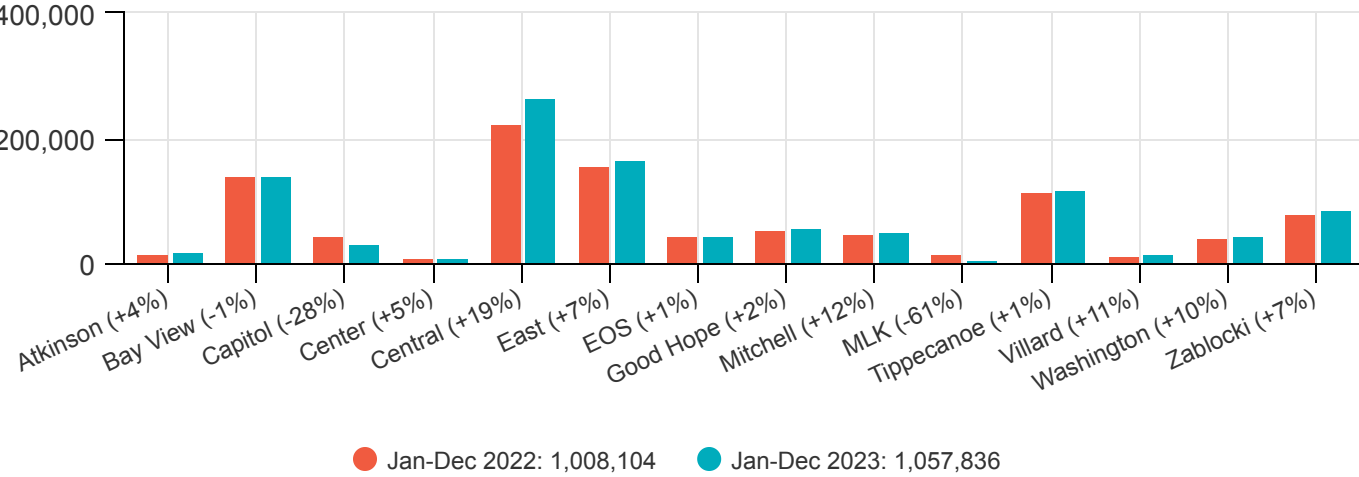
Patron Visits



Registration



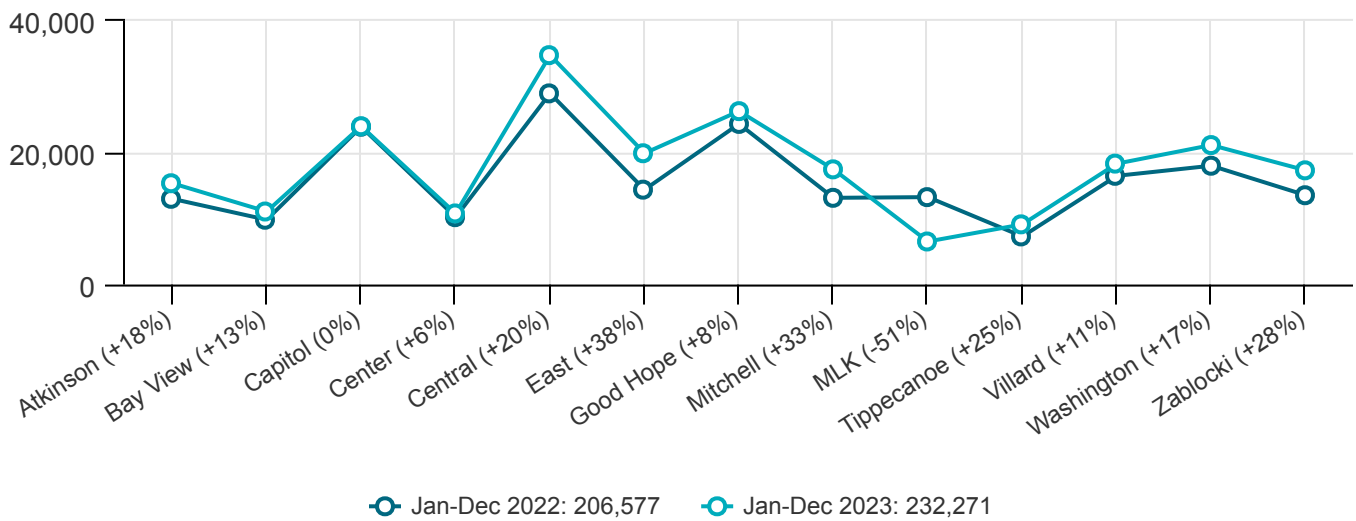
Traditional Circulation



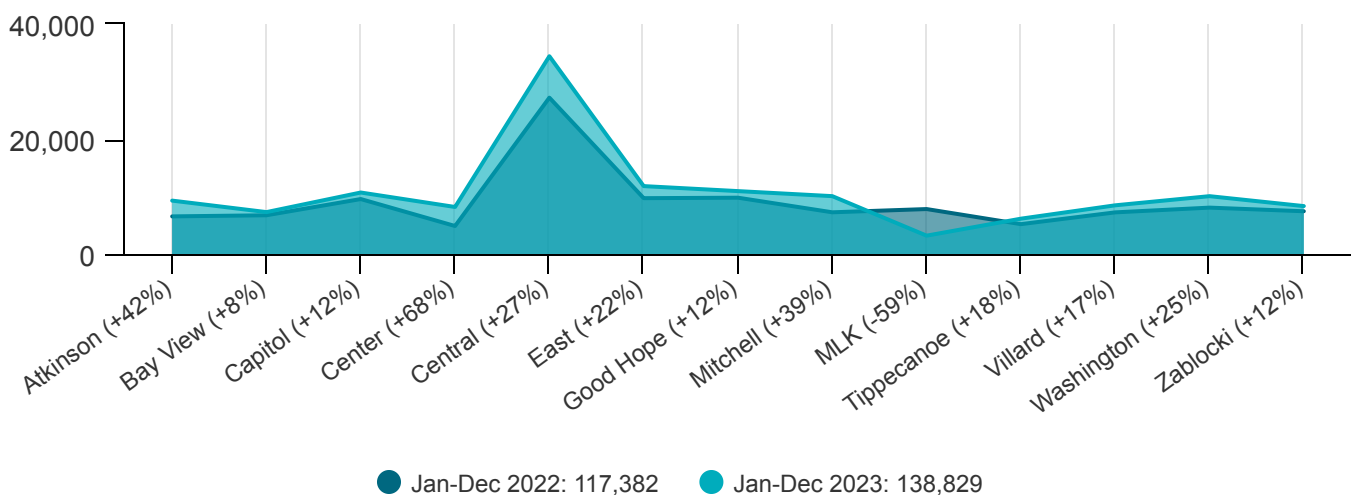
eCirculation

| Platform | Jan-Dec 2022 | Jan-Dec 2023 | Change |
|----------------|----------------|----------------|-------------|
| Freegal Music | 88,226 | 150,334 | +70% |
| hoopla Digital | 47,770 | 49,836 | +29% |
| Kanopy | 11,662 | 14,034 | +52% |
| OverDrive | 342,772 | 326,504 | +16% |
| Total | 490,430 | 540,708 | +10% |

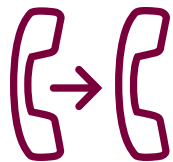
Print/Copy/Fax/Scan Jobs



Public Computer Sessions



Ready Reference



46,492

Call Sessions

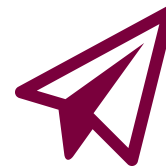
Last Year: 55,721



2,330

Chat Sessions

Last Year: 2,163

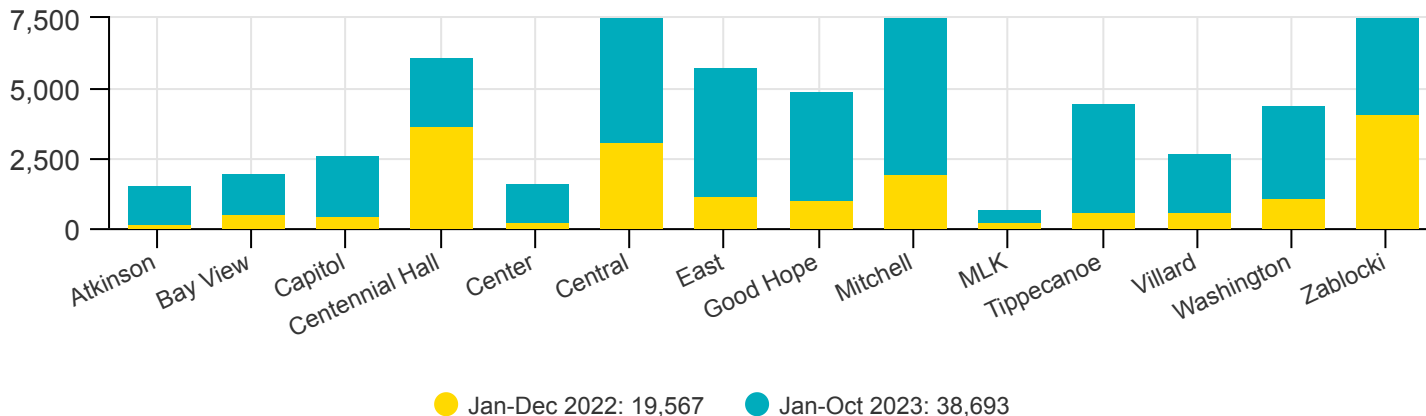


1,601

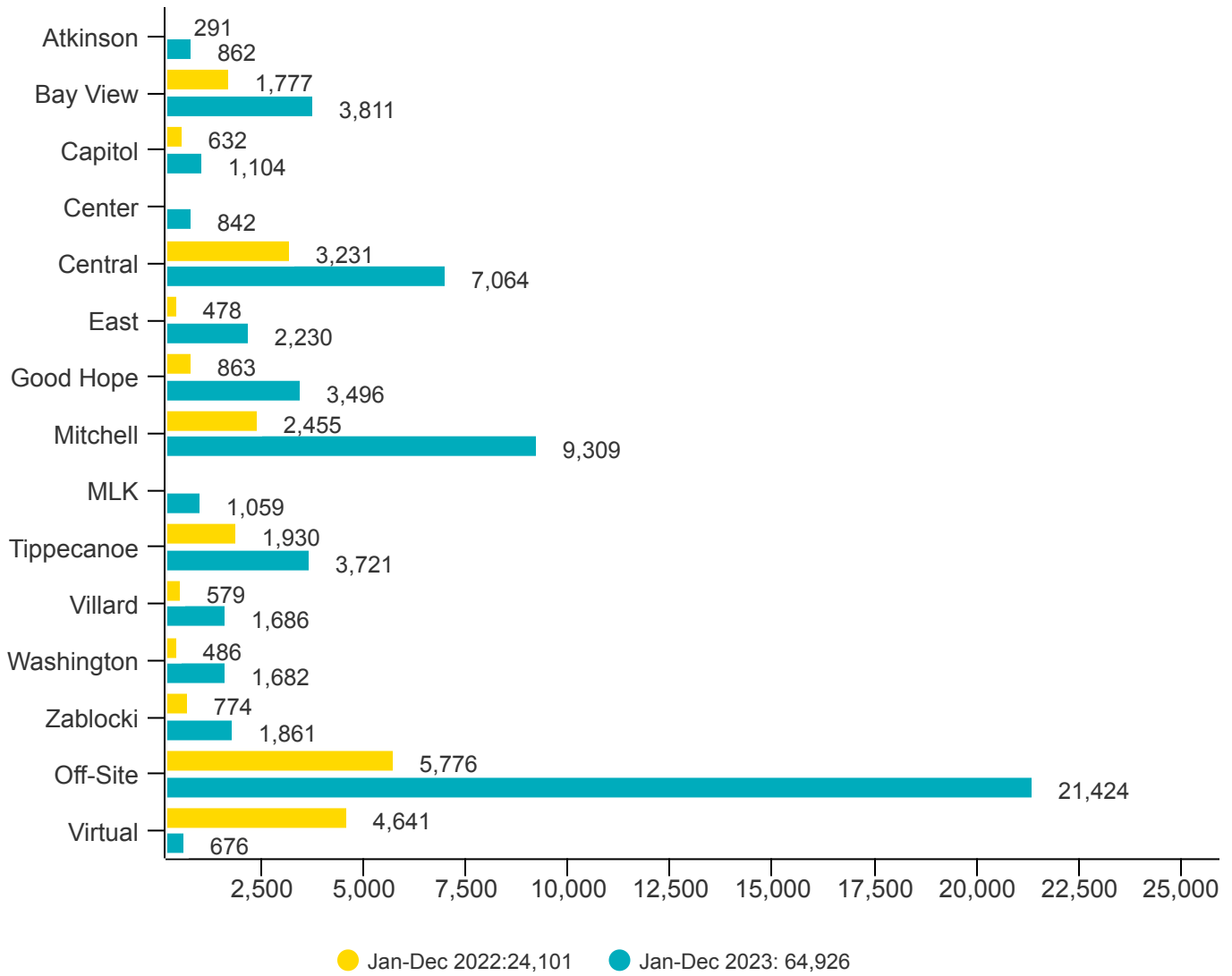
Email Sessions

Last Year: 1,647

Meeting Space Users



Program Attendance





MILWAUKEE
PUBLIC LIBRARY

BOARD OF TRUSTEES COMMITTEES 2022-2024

(Updated 12/08/23)

LIBRARY BUILDING & DEVELOPMENT COMMITTEE

Michael Morgan, Chair
Matt Kowalski
Mark Sain – ask him to be Vice-Chair
Larresa Taylor
Teresa Mercado

EXECUTIVE COMMITTEE

Mark Sain, President
Michele Bria, Vice-President
Teresa Mercado, Financial Secretary
VACANT, Past President

FINANCE & PERSONNEL COMMITTEE

Teresa Mercado, Chair
Milele Coggs, Vice-Chair
Felicia Saffold
Scott Spiker
Venice Williams

INNOVATION & STRATEGY COMMITTEE

Matt Kowalski Chair
Erika Siemsen, Vice-Chair
Scott Spiker
Larresa Taylor
Venice Williams

LIBRARY SERVICES & PROGRAMS COMMITTEE

Milele Coggs, Chairperson
Kathleen Vincent, Vice-Chair
Michael Morgan
Erika Siemsen
Felicia Saffold

AUXILIARY COMMITTEES

Urban Libraries Council Executive Board - Michele Bria
Milwaukee Public Library Foundation Board - Michele Bria
MPLF Balancing the Books Committee – Michele Bria, Mark Sain, and Michael Morgan
Milwaukee County Federated Library System Board – Kathleen Vincent

PI-2401

STATEMENT CONCERNING PUBLIC LIBRARY SYSTEM EFFECTIVENESS

As required by Wis. Stat. s. 43.58(6)(c), the following statement that the library system either did or did not provide effective leadership and adequately meet the needs of the library must be completed and approved by the library board. The response should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities.

| |
|--------|
| County |
|--------|

The _____ Board of Trustees hereby states that in 2023 the _____
Name of Public Library *Name of Public Library System / Service*

- did** provide effective leadership and adequately met the needs of the library.
- did not** provide effective leadership and **did not** adequately meet the needs of the library.

Indicate with an X one of the above two statements.

Explanation of library board's response. *Attach additional sheets if necessary.*

Note: With the approval of the library board of trustees, this statement may be submitted separately from the Annual Report form that is sent to the library system, as an e-mail attachment to LibraryReport@dpi.wi.gov.

CERTIFICATION

The preceding statement was approved by the Public Library Board of Trustees.

Division staff will compile the statements received for each library system and, as required by Wis. Stat. s. 43.05(14), conduct a review of a public library system if at least 30 percent of the libraries in participating municipalities that include at least 30 percent of the population of all participating municipalities report that the public library system did not adequately meet the needs of the library. This statement may be provided to the public library system.

| | | |
|---|--|-------------|
| President, Library Board of Trustees Signature <i>or designee</i> | Name of President or Designee <i>Print or type</i> | Date Signed |
| ➤ | | |