

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday March 22, 2016
Central Library Meeting Room 1
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: JoAnne Anton, Ald. Milele Coggs, Sharon Cook, John Gurda, Joe' Mar Hooper, Ald. Nik Kovac, Joan Prince, Dir. Mark Sain, Paula Kiely

EXCUSED: Michele Bria, Ald. Ashanti Hamilton, Chris Layden

STAFF: Rachel Arndt, Joanne Brown, Ryan Daniels, Joan Johnson, Emily Keely, Dawn Lauber, Sam McGovern-Rowen, Jennifer Meyer, Mary Milinkovich, Judy Pinger, Deidre Steward, Crystal Sura

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Management Division
Andrea Fowler, City Attorney's Office

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on March 22, 2016 with a quorum present. Trustee Coggs, participated by conference phone.

PUBLIC COMMENT None.

RESOURCES / RECOMMENDATIONS / RESEARCH

1. **Library Volunteers.** Volunteer Coordinator Deidre Steward provided a presentation on library volunteers and how they support the library. The volunteer program was expanded in 2014. A total of 13,100 hours were donated by over 600 volunteers from May 2014 through December 2015. Volunteers are a valuable asset to the library and a volunteer recognition reception is scheduled on April 16, 2016 in Central Library's Loos Room. Informational item.

2. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels stated that the MPL Foundation Board of Directors met on March 16, 2016 and approved the budget for the year which includes approximately \$1 million that will be contributed to the library. The Foundation's fundraising goal has increased and staff is confident that the goal will be met. Mr. Daniels distributed a document titled New Milwaukee Public Library Video Series, attached at the end of these minutes. He shared two YouTube videos featuring Stories from around the Stacks to promote MPL. A total of six videos are in production. Informational item.

CONSENT AGENDA

3. Regular Board Meeting Minutes January 26, 2016
4. Administrative Reports.
 - a. Personnel Actions
 - b. Financial Report
 - c. Library Director's Reports

President Gurda asked the Board if any items should be removed from the Consent Agenda presented as attachment A of the agenda. Trustee Cook brought attention to MPL Foundation Update and asked that metrics be shared on the outcomes on the use of a pop-up on MPL's webpage to solicit donations. Director Kiely said information will be shared at the April 26, 2016 meeting. After a brief review of the statistical reports, it was noted that increases in February were due to one more day of service because of leap year. President Gurda entertained a motion to approve the Consent Agenda. Trustee Cook moved and Trustee Kovac seconded a motion to approve the Consent Agenda. Motion passed unanimously.

REPORTS

5. **Building and Development Committee.** Vice Committee Chair Sain referred to the March 3, 2016 Building and Development Committee agenda and minutes, listed as attachment B, page 28 of the agenda. He summarized the minutes noting that the Assistant City Attorney corrected Mr. Matkom's explanation of the New Markets Tax Credit equity in the Mitchell Street Project funding structure. The New Markets Tax Credit will also cover the cost projected at \$1 million of the white box construction by Gorman and Company and the library's budget is going to be at least \$4.5 million. The library will pay no dollars for the white box or on the purchase price. Trustee Sain asked if there was a decision on the subordinate lender, IFF, to solidify Gorman and Company's funding structure for the project. Library Construction Project Manager Sam McGovern-Rowen commented that the final decision from IFF has been delayed. The Mitchell Street Project Developer Agreement is expected to be presented for consideration at the April 7, 2016 Building and Development Committee meeting with a recommendation to the full Board at their Regular meeting on April 26, 2016. The date for the Community Meeting on the design of the library has been changed to March 31, 2016.

Trustee Sain referred to attachment B, page 34 of the agenda which explained the City of Milwaukee – Residents Preference Program. He moved the committee's recommendation that the library participate in the RPP and a library policy be drafted for Board review. Trustee Anton seconded the motion. Motion passed.

The Building and Development Committee 2016 Meeting Schedule and Plan was reviewed, noting a very active and interesting committee during the branch building initiative.

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6. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, reported on the February 8, 2016 and March 21, 2016 MCFLS Board meetings. The MCFLS Board approved the funding request of approximately \$11,610 from contingency for unlimited access to the Gale Courses database to all member libraries in 2016. Gale Courses offers 350 online instructor led classes that are very popular with library card holders.

OLD BUSINESS

7. **Awareness Campaign.** Director Kiely said that she and the Foundation staff have been meeting with Cramer-Krasselt Advertising Agency on the library's Awareness Campaign to increase the use of the library by the target markets – Young Families, Global Roots and Traditional Living - identified during the Strategic Plan process. One common thread that runs through each of these groups is that they are families that desire to uplift their prospects and prospects of their children and they are willing to work for it. The campaign's goal is for people to be amazed at the number of ways MPL can help my family learn, grow and succeed. Library Loud is the first of three strategies behind the campaign which will be launched in July 2016. Informational item.

NEW BUSINESS

8. **Department of Public Instruction (DPI) and Statement Concerning Public Library System Effectiveness.** Director Kiely referred to the DPI Public Library Annual Report, attachment C, page 35 of the agenda. An infographic regarding highlights and five year trends was reviewed. Director Kiely noted that the library's hours, staffing and funding has decreased over five years but the materials and programming has increased. The Board was asked to approve the Statement Concerning Public Library System Effectiveness that was distributed at the meeting and is attached at the end of these minutes. The Trustees agreed that the Milwaukee County Federated Library System did provide effective leadership and adequately met the needs of the library. Trustee Prince moved and Trustee Sain seconded a motion to approve the form that will be signed by President Gurda and sent to DPI as part of MPL's Annual Report. Motion passed.
9. **2017 Library Budget.** Director Kiely distributed a document titled, The Milwaukee Public Library Will Take a New Approach to Budget Planning for 2017, attached at the end of these minutes. City departments were asked to develop an operating budget request that reflects the cost of continuing the service levels authorized in the 2016 adopted budget. Director Kiely asked the Board to think about their priorities for the library to guide administration's direction in the budgeting process to continue quality library service. President Gurda suggested that this topic be on a future agenda under strategic discussion. Informational item.
10. **2016 Board Schedule & Plan.** The Library Board of Trustees 2016 Meeting Schedule and Plan, attachment D, page 45 of the agenda was briefly reviewed. Informational item.
11. **Permanent Banning.** Director Kiely referred to the memo dated March 22, 2016, regarding a permanent ban, attachment E, page 46 of the agenda. Trustee Anton moved and Trustee Hooper seconded the motion to approve the recommendation to permanently ban Trevor Henry from all Milwaukee Public Libraries. Motion passed.

STRATEGIC DISCUSSION

12. **ConnectED Library Challenge.** A document titled ConnectED Library Challenge was distributed and is attached at the end of these minutes. During the past year, the library team has been working on ways to provide access to library services to every student. Challenges

12. **ConnectED Library Challenge.** (continued)

to access include blocked cards, unpaid fines, logistics, relevance, and parental concerns. Deputy Director Joan Johnson summarized the pilot projects. A small percentage of library cards that were issued to students at two elementary schools and the City's Earn and Learn teen program were upgraded. The Department of Public Instruction is partnering to provide support to the challenge of access by researching an idea of using the Milwaukee Public School student identification number to access library services. Director Joan Johnson added that as part of the Library Card Campaign, staff are working with MPS on their Learning Journeys program to incorporate library resources that relate to their field trips. The fines and fees on children's and teen's library records were discussed. It was noted that teaching the responsibility of being a library card owner is key to reducing fines. Director Kiely said she would like the Board to approve a policy on clearing uncollectible fines on patron records. The policy would state the legal limitation on collecting fines which is six years. She stated that 62% of the fines that are collectable are due to materials not being returned to the library. The Board was in support of offering an amnesty to patrons to return overdue materials and have their fines cleared along with a cleanup of the patron record database. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of March 22, 2016 was adjourned at 6:35 p.m.
