

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday October 25, 2016  
Central Library  
814 West Wisconsin Avenue  
Milwaukee, WI 53233**

**PRESENT:** JoAnne Anton, Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Joe'Mar Hooper, Ald. Nik Kovac, Chris Layden, Joan Prince, Paula Kiely

**EXCUSED:** Dir. Mark Sain

**STAFF:** Ryan Daniels, Eileen Force Cahill, Joan Johnson, Dawn Lauber, Sam McGovern-Rowen, Mary Madigan, Jennifer Meyer Stearns, Judy Pinger, Crystal Sura, Arvis Williams, Kelly Wochinske

---

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:35 p.m. on October 25, 2016 with a quorum present. Trustee Coggs participated by conference phone. Trustees Anton and Layden were excused at 5:30 p.m.

---

**PUBLIC COMMENT** None.

---

**SPECIAL COMMUNICATION**

1. **Introduction.** Ms. Eileen Force Cahill was introduced and welcomed as the newly hired Community Relations and Engagement Director for the library.

---

**RESOURCES / RECOMMENDATIONS / RESEARCH**

2. **Ready to Read.** Education Outreach Specialist Mary Madigan shared a presentation on the library's early literacy program that helps very young children gain literacy skills. Children need a variety of skills to become readers. The daily high five encourages talking, singing, reading, writing and playing, to prepare children to read when they enter school. MPL is dedicated to strengthening early learning programs through education and leadership throughout community child care centers. Informational item.

---

**CONSENT AGENDA**

3. **Regular Board Meeting Minutes September 27, 2016.**
4. **Committee Reports.**  
Finance & Personnel Committee Meeting Minutes October 5, 2016
5. **Administrative Reports.**
  - a. Personnel Actions
  - b. Financial Report
  - c. Library Director's Reports

## CONSENT AGENDA (continued)

After asking the Board if any items should be removed from the Consent Agenda presented as attachment A, page 3-27 of the agenda, President Gurda entertained a motion to approve. Trustee Bria moved and Trustee Cook seconded a motion to approve the Consent Agenda. Motion passed.

---

## REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, reported that a quorum was not attained at the October 6, 2016 MCFLS Board meeting; therefore, an official meeting did not take place. Informational item.

---

7. **Building and Development Committee.** Committee Chair Bria referred to the Library Building and Development Committee meeting agenda and minutes, listed as attachment B, page 28-37 of the agenda. At the meeting, the committee reviewed and approved a revised proposal for the mixed-use building that will house a new Milwaukee Public Library on Good Hope Road. The revision proposes a diverse unit mix of 65 total units versus the previously proposed unit mix of 55 units. Trustee Bria moved approval. Trustee Cook seconded the motion. Motion passed. After reviewing and discussing renderings of a conceptual design of the building, the committee asked that a revised preliminary design and cost estimate be presented at their November 3, 2016 meeting.

The schedule for replacing the Martin Luther King branch, listed on page 33 of the agenda, was considered. Library Construction Project Manager Sam McGovern-Rowen said four responses were received to the Request For Proposal that was issued to develop a new MPL facility to replace the King branch at the current site located at 310 W. Locust Street. A panel will screen the submissions and determine whether MPL should solicit further proposals. RFP concepts will be posted online and at the Martin Luther King branch for public comment. Questions and comments will be taken from the public at community meetings. The developers will be asked to make a presentation to the full Board at a Special meeting in December. Trustee Bria moved and Trustee Cook seconded a motion to schedule a Special meeting in December to select a project that best meets the requirements of MPL regarding the replacement of the King branch. Motion passed.

---

8. **MPL Foundation Report.** MPL Foundation Executive Director Ryan Daniels announced that over 300 guests attended the annual Benjamin Franklin Award celebration held on October 13, 2016 at Central Library. The Milwaukee Bucks organization was this year's honoree. Bucks President Peter Feigin accepted the award. The event raised \$500,000 gross profit for the library. The live auction proved to be successful, raising over \$160,000. Mr. Daniels expressed his gratitude for the MPL Foundation Board of Director's for their commitment to the library and their support of the event. The Foundation has raised \$1.38 million to-date, compared to \$1.34 million at this time last year. The Foundation's goal was set at \$2 million. Several year-end solicitations are pending. Solicitations for funds to support the Library Card Campaign and the Mitchell Street Project will be mailed soon.

8. **MPL Foundation Report.** (continued)

Director Kiely reported that thousands of people came through the doors of Central Library on October 22 and 23 to experience Haunted Central. This was the second Awareness Campaign's Library Loud Days event. The campaign is funded by the Milwaukee Public Library Foundation. Ms. Kiely said that marketing strategies were successful in reaching target audiences, young families and patrons with global roots, identified in the Library's Strategic Plan. Hundreds of volunteers made the weekend event possible. The next phase of the campaign will focus on programs at the branches. Informational item.

---

**OLD BUSINESS**

9. **Forgiveness Campaign.** Deputy Director Joan Johnson distributed a Fine Forgiveness Summary Report dated October 24, 2016, attached at the end of these minutes. During the Welcome Back to the Library – Fine Forgiveness Campaign, patrons were able to return long overdue items and ask for fine forgiveness at all MPL locations from September 26 to October 16, 2016. The public service staff provided extraordinary customer service to a much higher than usual volume of people. Accomplishments included: \$364,205 fines waived, 10,616 registrations, 1,223 items returned and overall goodwill. Staff will continue to work with patrons using existing procedures that allow for waiving 6-year old fines in addition to a limited number of other circumstances via a fee dispute process. Informational item.

---

10. **Library Budget Hearing Report.** Director Kiely made a presentation to the Common Council's Finance and Personnel Committee at the October 14, 2016 budget hearing regarding the library's 2017 budget. Discussion included recruitment and retention of staff, programs that highlight city resident needs (early literacy, job, and computer skills), and the capacity for increased public service hours. No further communication from the Budget Office has been received to indicate that there would be any budget amendments. When passed, the budget will allow the library system to continue services at the same level as this year. Common Council budget adoption is expected on November 4, 2016. Informational item.

---

**NEW BUSINESS**

11. **2017 Milwaukee Public Library Proposed Public Service Hours.** Director Kiely briefly summarized the library's public service hours for 2017. The schedule reflects the additional hours implemented in August of 2016. Trustee Prince moved approval of the 2017 hours as listed on attachment C, page 38 of the agenda. Trustee Hooper seconded a motion. Motion passed.

---

12. **Bindery Equipment.** Assistant Library Directors Judy Pinger and Jennifer Meyer Stearns referred to a memo regarding Request for Approval to Auction Bindery Equipment, dated October 17, 2016, listed as attachment D, page 39 of the agenda. In 2012 the library, through the city budget process, made the decision to outsource library bindery services. Until early 2016, an in-house contract was maintained and the necessary equipment remained on the third floor of the Central Library. Library administration is requesting approval to auction approximately twenty pieces of bindery equipment, aging from 1949-2014, through an online auction house called Wisconsin Surplus. The money earned from the transaction may go towards space planning and process planning for the Technical

12. **Bindery Equipment.** (continued)

Services Department to gain efficiencies in internal materials processing. Trustee Hooper moved and Trustee Kovac seconded a motion approve the divesting of the library's bindery equipment through an auction house. Motion passed.

---

**STRATEGIC DISCUSSION**

13. **Impactful Library Programs and Measurement.** President Gurda held this item.

---

With no further business, the Milwaukee Public Library Board of Trustees meeting of October 25, 2016 was adjourned at 6:00 p.m.

---