



**CITY OF  
MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING**

**Ald. Ashanti Hamilton, President  
John Gurda, Vice-President  
Sup. Theo Lipscomb Sr., Financial Secretary  
Paula Kiely, Secretary  
Michele Bria, Denise Callaway, Ald. Milele Cogg, Sharon Cook, Ald. Nik Kovac,  
Chris Layden, Sam McGovern-Rowen, Joan Prince, Dir. Mark Sain  
Secretary's Assistant: Crystal Sura (414) 286-3021**

**Tuesday October 22, 2013  
4:30 p.m.  
Central Library  
814 W. Wisconsin Avenue  
Milwaukee, WI 53233**

**AGENDA**

**PUBLIC COMMENT**

**APPROVAL OF MINUTES** of the September 24, 2013 Regular Meeting.

Attachment A, page 3

**COMMITTEE REPORTS**

1. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the October 21, 2013 MCFLS Board meeting.
2. **MPL Trust Fund Investment Policy Subcommittee.** Trustee Lipscomb will make a recommendation on a revision to the Investment Policy that was reviewed at the October 3, 2013 subcommittee meeting.  
Attachment B, page 10
3. **Library Building & Development Committee.** The committee will report on the October 17, 2013 meeting regarding the Express Library, the East Library construction contract and the MPL Facilities Plan.
4. **Finance & Personnel Committee.** The committee will report on the October 22, 2013 meeting concerning the review of the performance of the MPL Trust Fund investments, internal accounting, and audit report. A recommendation will be made regarding the request for disbursement from the MPL Trust Fund for 2014.

**OLD BUSINESS**

- 5. **Strategic Plan.** The final Milwaukee Public Library Strategic Plan will be presented for Board discussion and approval.  
Attachment C, page 16
- 6. **Library Budget Hearing Report.** The Board will discuss the library’s 2014 budget and recent hearings.

**NEW BUSINESS**

- 7. **Trustees 2014 Meeting Schedule.** The Trustees will be asked to approve the 2014 meeting schedule.  
Attachment D, page 22
- 8. **2014 Milwaukee Public Library Proposed Public Service Hours.** The 2014 Milwaukee Public Library Public Service Schedule of Hours will be presented for approval.  
Attachment E, page 26

**ADMINISTRATIVE REPORTS**

- 9. **Personnel Actions.** Library administration reports the personnel activity for the month.  
Attachment F, page 27
- 10. **Financial Report.** The financial report will be presented. Library administration reports the financial activity:  
U. S. Bancorp Commercial Paper #266076131 (rated A1+/P1) dated 09/04/13 and maturing 10/04/13 at a rate of 0.09%.....\$510,000.  
Attachment G, page 28
- 11. **Library Director’s Reports.**  
Attachment H, page 30

**REMINDER:** Next scheduled meetings are:

*November 4, 2013–Library Services & Programs–Central Library–5:30 p.m.  
November 26, 2013–Regular–Central Library–4:30 p.m.  
December–Recess*

**ADJOURNMENT**

*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](http://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), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday September 24, 2013  
Martin Luther King Library  
310 W. Locust St.  
Milwaukee, WI 53212**

**PRESENT:** Michele Bria, Ald. Milele Cogg, Sharon Cook, John Gurda,  
Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Sup.Theo Lipscomb,  
Sam McGovern-Rowen, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Denise Callaway, Joan Prince

**STAFF:** Consuelo Hernandez, Kelly Hughbanks, Joan Johnson, Dawn Lauber,  
Elizabeth Lowrey, Taj Schoening, Crystal Sura, Mandy Tuthill, Brooke  
VandeBerg

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Eric Pearson, Budget and Policy

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President Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:38 p.m. on September 24, 2013 with a quorum present. Trustee Cogg left at 5:20 p.m. and Trustee Bria left at 5:30 p.m. Items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** None

In the absence of Branch Manager Hermoine Bell-Henderson, Public Area Services Manager Dawn Lauber welcomed the Board. She provided a brief history of the Martin Luther King Library, noting the library opened as the Locust Library in 1971 replacing several surrounding store front libraries. The community participates in many library programs including job labs. Market data shows that this neighborhood has four major segments consisting of single parents, low-income families, multi-generational homes, mostly African-American, many renters and relatively young families. The Board was invited to tour the library after the meeting.

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**APPROVAL OF MINUTES** Trustee Cook moved and Trustee Sain seconded a motion to approve the July 23, 2013 minutes. Motion passed.

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**COMMITTEE REPORTS**

1. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac reported on the August 19, 2013 and September 16, 2013 meeting. He stated that in addition to the regular business of the meetings the 2014-2015 Member Agreement, Resource Library Agreement and the Cataloging Contracts were unanimously approved. An upgrade to CountyCat has been installed and will available to the public in October. The enhancements include: easier, more intuitive searching similar to Google, magazine article results integrated into searches and real time OverDrive title availability. Trustee Kovac added that this is a good opportunity to market libraries to the public. Director Kiely said there has been a positive development to the Wisconsin Public Library Consortium program

1. **Milwaukee County Federated Library System (MCFLS) Board.** (continued)  
regarding the cost of e-books to Milwaukee. The charge will now be based strictly on the use of the books and not on county population. Informational item.

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2. **MPL Trust Fund Investment Policy Subcommittee.** Trustee Lipscomb reported that at the September 27, 2013 meeting, the MPL Trust Fund Investment Policy Subcommittee met with the Fund advisor regarding investment policies. Library administration was asked to draft a revised investment policy incorporating changes that were suggested by the subcommittee. A second meeting will be scheduled to review the draft which will be presented to the full Board when finalized. Informational item.

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### **OLD BUSINESS**

3. **East Library.** Deputy Director provided an overview of the East Branch Project. The design phase of the project has been completed incorporating input from the public meetings that were held earlier this year and feedback from the Board. The construction documents were delivered to the library on September 11, 2013 and publically bid. The bid proposals are due October 10, 2013. The Building and Development Committee will review library administration's recommendation for the bid award at their October 17, 2013 meeting. The anticipated date for the construction work to begin is March 1, 2014, with the library opening in late October 2014.  
Director Kiely reported that five artist finalists were invited to public presentations on September 12, 2013. The eight member panel has since met twice to deliberate and select two artists for the project. A final decision and announcement is expected the week of September 30, 2013. She referred to attachment B, page 19 of the agenda. The Milwaukee Arts Board approved an award of \$17,500 to support public art in the new East Branch. The Greater Milwaukee Foundation is supporting the project with \$25,000 which is partially from the Mary Noll Fund for East Branch outdoor art. Artists for the outdoor art will be selected through a similar process. Informational item.

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4. **System and Resource Library Administrators Association of Wisconsin (SRLAAW) Recommendations.** Director Kiely reminded the Board of the two recommendations from the SRLAAW Subcommittee that would have a major impact on the library system: library systems should consist of a minimum of three counties; and, the elimination of resource libraries. The Board sent a letter to the Department of Public Instruction in disagreement. The recommendation involving system configuration has been eliminated. The recommendation regarding the resource library was modified to request a change to the statutory language in part to require each system to have at least one resource library. The SRLAAW recommendations were forwarded to the Department of Public Instruction Public Library Development Team. Library and the City's Intergovernmental Relations Division staff will schedule a meeting with Assistant State Superintendent Kurt Kiefer to express interest in participating in discussions on rewriting the language and also the library's willingness to provide leadership around the state. Trustee Gurda moved and Trustee Cook seconded a motion to send a letter of opposition to Mr. Kiefer regarding the recommendation noting that it does not serve Milwaukee well. Informational item.

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5. **Strategic Plan.** Director Kiely gave a summary on the strategic planning process. In the final stages, the team is integrating citywide strategies with MPL outcomes. The plan will be presented at the October 22, 2013 regular Board meeting for approval. Informational item.

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**NEW BUSINESS**

6. **Summer Reading Club Outcomes.** The Summer Reading Program Results were listed on attachment C, page 20 of the agenda. Youth and Community Outreach Services (YCOS) Coordinator Kelly Hughbanks reported that 22,343 super readers participated in many library programs that encouraged reading over the summer with the hope of developing a life-time love of reading. Manager Mandy Tuthill and Librarian Lizzy Lowrey were recognized as representatives of over forty YCOS staff that plan the activities and visit schools and day cares. Informational item.

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7. **2014 Budget.** Director Kiely distributed two documents to aid in the budget discussion: MPL Year 2014 Proposed Budget Overview Updated 9.12.2013; and, City Budget Materials Allocation and Percent of Budget (1995 to 2014 Proposed) – attached at the end of these minutes. Six Library Technology Specialists will be funded with operating funds in 2014 due to the Broadband Stimulus funds ending in September of this year. A volunteer coordinator position is added to manage the database of more than 300 library volunteers and expand the library's capacity for services. A project manager position, to oversee the building of new libraries and renovation of others, will be added using capital funding. President Hamilton suggested that the Building and Development Committee revisit the Facilities Plan motion and confirm that the Board is supporting and formally accept the Mayor's initiative for the library system outlined in the City's 2014 Proposed Budget. Trustee Sain asked if the Strategic Plan will address the needs of the communities for express libraries as the library's standing buildings are rebuilt. Director Kiely replied that the initial focus will be on the mixed use models for Forest Home and Mill Road with the funding in the 2014 budget. Public service hours will remain the same as 2013. Informational item.

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8. **Milwaukee County Federated Library System (MCFLS) Agreements.** Director Kiely referred to the memo regarding MCFLS Agreements, dated September 16, 2013, attachment D, page 21 of the agenda. After a brief discussion, Trustee Kovac moved that MPL accept the 2014-2015 MCFLS Member Agreement, the Resource Library Agreement and the agreement for Bibliographic Database Development and Maintenance. Trustee Layden seconded the motion. Motion passed.
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9. **MPL Foundation Update.** A document titled Milwaukee Public Library – East Branch Fundraising Opportunities dated September 17, 2013 was distributed and is attached at the end of these minutes. The Foundation will solicit donations from the community to enhance the new East Branch. Director Kiely reminded the Board that the 2013 Benjamin Franklin Awards Celebration honoring Mark and Debbie Attanasio of Milwaukee Brewers Baseball Club will be held at Central Library on October 24, 2013. The recruitment of the new Foundation Executive Director is on-going. Informational item.

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**ADMINISTRATIVE REPORTS**

10. **Personnel Actions.** The personnel activity for July and August 2013 were reviewed. Informational item.

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11. **Financial Report.** The financial activity for July and August were presented. Library administration reports the financial activity:
- |   |            |
|---|------------|
| U. S. Bancorp Commercial Paper #266075444 (rated A1/P1) dated 07/05/13 and maturing 08/05/13 at a rate of 0.10 %..... | \$487,000. |
| U. S. Bancorp Commercial Paper #362089771 (rated A1+/P1) dated 08/05/13 and maturing 09/04/13 at a rate of 0.09%..... | \$490,000. |

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12. **Library Director's Reports.** Director Kiely referred to attachment G, page 28 of the agenda. She highlighted the successful groundbreaking ceremony on July 30, 2013 with several trustees in attendance. She complimented the staff for the development of the many programs throughout the system. The statistical reports for July and August were reviewed. Counts were slightly down and it was noted that the East Library being located at the temporary site is affecting the totals. A redistribution of laptop computers led to a 5% increase in their use from July to August. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of September 24, 2013 was adjourned at 6:20 p.m.

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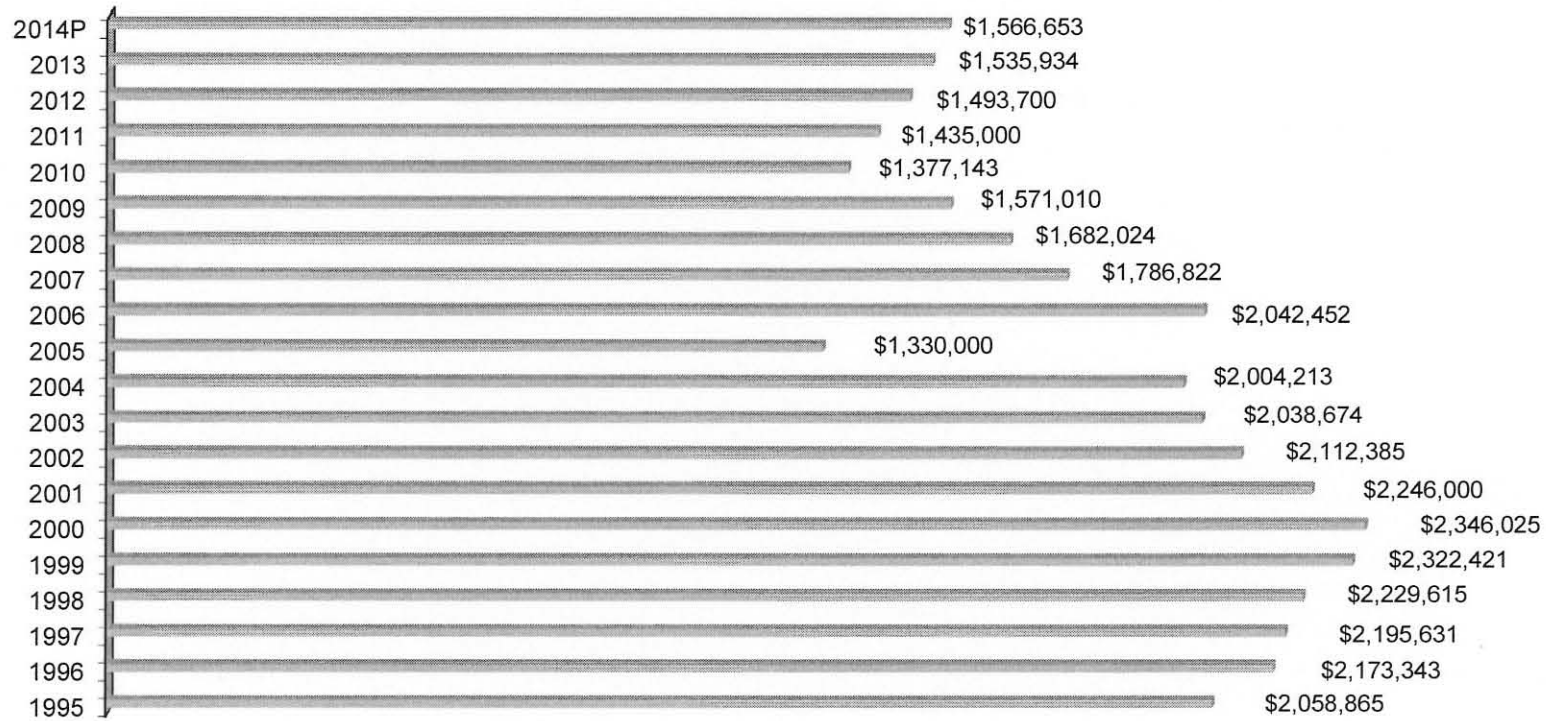
**MILWAUKEE PUBLIC LIBRARY**  
**Year 2014 Proposed Budget Overview**  
**Updated 9.12.2013**

<b>OPERATING BUDGET</b>	<b>2013 Adopted Budget</b>	<b>2014 Proposed Budget</b>	<b>Change from 2013 to 2014</b>
Salaries and Wages	\$11,669,888	\$11,736,357	\$66,469 0.56%
Fringe Benefits	5,601,547	5,516,088	(85,459) -1.5%
Supplies and Materials	525,008	445,834	(79,174) -15.1%
Rental and Services	1,311,287	1,438,737	127,450 10%
Energy	713,185	743,658	30,473 4.2%
Equipment	223,579	307,579	84,000 37.7%
Books and Materials	1,535,934	1,566,653	30,719 2.0%
Special Funds - VS Lease	13,182	13,182	0 100.0%
<b>TOTAL</b>	<b>\$21,593,610</b>	<b>\$21,768,088</b>	<b>\$174,478 0.8%</b>
<b>TOTAL less Fringe Benefits</b>	<b>\$15,992,063</b>	<b>\$16,252,000</b>	<b>\$259,937 1.6%</b>

SUMMARY

1. Salaries budgeted with no step or cost of living increases. Three furlough days scheduled for 2014.
2. Six Library Technology Specialists funded with Broadband Stimulus funds in 2013 will be funded with operating funds in 2014.
3. Personnel Analyst (Volunteer Coordinator) position added.
4. Project coordinator position added using capital funding.
5. Computer related costs were shifted into different accounts per the City's ITMD directive.
6. City Broadband Stimulus funds in the amount of \$70,000 are being used to offset 2014 computer replacement costs.
7. Materials budget was increased by \$30,719.
8. \$13,000 was added for Summer Reading program.
9. \$100,000 in CDBG funds are proposed for Teacher in the Library.
10. Capital funding of \$3,383,000
  - \$600,000 for site selection and RFP for mixed use development for Forest Home and Mill Road
  - \$750,000 for second of three years of funding for complete renovation of Tippecanoe
  - \$475,000 for Branch Library building upgrades and repairs
  - \$1,558,000 for Central Library building repairs and upgrades

**City Budget Materials Allocation and Percent of Budget  
(1995 to 2014 Proposed)**



Material as a % of Budget:	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014P
Less Rec. Borrowing only	12.0%	12.6%	12.0%	12.0%	11.7%	12.0%	12.1%	10.2%	9.9%	9.8%	6.6%	8.7%	7.9%	7.5%	7.2%	6.9%	6.4%	6.6%	7.1%	7.2%
Less Fringes only	14.8%	15.6%	13.9%	13.8%	13.6%	13.7%	13.9%	11.9%	11.7%	11.9%	8.2%	11.1%	10.2%	9.8%	9.4%	9.1%	8.9%	9.0%	9.5%	9.6%
Expenditures Per Capita	\$3.27	\$3.45	\$3.52	\$3.59	\$3.79	\$3.84	\$3.69	\$3.54	\$3.42	\$3.36	\$2.23	\$3.44	\$3.01	\$2.85	\$2.61	\$2.28	\$2.36	\$2.51	\$2.58	\$2.63
Change in Per Cap Expenditure		5.6%	2.0%	2.0%	5.5%	1.4%	-3.9%	-4.2%	-3.3%	-1.8%	-33.6%	53.9%	-12.3%	-5.5%	-8.5%	-12.6%	3.5%	6.3%	2.8%	2.0%

Note: Reciprocal borrowing payments were discontinued in 2008.



## Milwaukee Public Library – East Branch Fundraising Opportunities

Project	Cost	Secured
Living Room		
- Fireplace	\$22,703	
Artwork		
- Public Art - Interior #1	\$15,000	\$17,500
- Public Art - Interior #2	\$15,000	\$10,000
- Public Art – Exterior #3	\$25,000	\$25,000
- Slab Glass from 1971	<u>\$50,053</u>	_____
	\$78,053	\$52,500
Children’s Room		
- Creative Theater	\$15,000	
- New Puppets	\$ 3,000	
- New Books	<u>\$ 5,000</u>	
	\$23,000	
Outdoor		
- Parklet	\$16,000	
- Seating	\$26,000	
- Garden	<u>\$26,325</u>	
	\$68,325	
TOTAL REQUEST	<u>\$192,081</u>	
TOTAL SECURED		<u>\$ 52,500</u>
TOTAL TO RAISE	<u>\$139,581</u>	

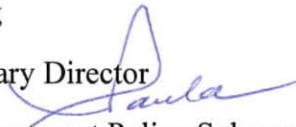


**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

September 11, 2013

To: MPL Trust Fund Investment Policy Subcommittee of the  
Milwaukee Public Library Board of Trustees:  
Chairman Sup. Theo Lipscomb, Sr., Denise Callaway, Sharon Cook,  
Sam McGovern-Rowen *all trustees are welcome to attend*  
JP Morgan: Jeremy Hillenbrand  
MPL: Taj Schoening

Fm: Paula A. Kiely, Library Director 

Re: MPL Trust Fund Investment Policy Subcommittee Meeting  
Tuesday September 17, 2013  
3:30-5:00 p.m.  
Central Library Meeting Room 1

**MEETING NOTICE AND AGENDA**

1. **MPL Trust Fund Investment Policy**. The subcommittee will review and revise the investment policy as it relates to financial and investment objectives and asset allocation guidelines for consideration by the full Board.

*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](http://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), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**ATTACHMENT B-P. 1 of 6**  
**MPL AGENDA-10/22/13**

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
MPL TRUST FUND INVESTMENT POLICY SUBCOMMITTEE  
MINUTES  
Tuesday September 17, 2013  
Central Library Meeting Room 1**

**PRESENT:** Sharon Cook, Sup. Theo Lipscomb, Sam McGovern Rowen, Paula Kiely

**EXCUSED:** Denise Callaway

**STAFF**

**PRESENT:** Taj Schoening, Crystal Sura

**OTHERS** J.P. Morgan: Jeremy Hillenbrand, Jason Levin

**PRESENT:**

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Chair Theo Lipscomb called to order, the meeting of the Board of Trustees MPL Trust Fund Investment Policy Subcommittee, at 3:40 p.m. on Tuesday September 17, 2013 with a quorum present.

1. **MPL Trust Fund Investment Policy.** Chair Trustee Lipscomb reviewed the motion made after a recommendation was made by the investment manager at the July 23, 2013 regular Board meeting. The motion approved a one-time exception to the Trust Fund Investment Policy to rebalance the asset allocation as recommended by the J. P. Morgan investment manager in the model presented and that a small group be chosen to review and revise the investment policy terminology. The model portfolio allocated 50% equities, 25% alternatives, and 25% fixed income & cash. The change reallocates fixed income and cash funds to alternative asset funds in order to minimize the risk over time as interest rates rise. A Discretionary Portfolio Mandate was issued on July 25th and the outcomes of the change in the portfolio were reviewed. Trustee Lipscomb reminded the Trustees that J.P. Morgan presents a report of the fund investments quarterly to the Finance and Personnel Committee.

The subcommittee reviewed the Board of Trustees Milwaukee Public Library Trust Fund Investment Policy, approved by the Board on May 16, 2007, against a template investment policy that was distributed by Mr. Hillenbrand. It was noted that investment policies for foundations or endowments typically specify a range of their funds that can be invested in stocks, bonds and alternatives. Discussion ensued regarding the global market, socially responsible investing, benchmarks, and the State statutes. Director Kiely noted that the Board authorizes an annual distribution from the Trust Fund for materials, programs, and other specified projects. Trustee Cook suggested that an RFP be issued for the management of the MPL Trust Fund. The committee asked library administration to draft an investment policy for review at the next subcommittee meeting. No formal action was taken. Informational item.

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The meeting of the Library Board's MPL Trust Fund Investment Policy Subcommittee was adjourned at 5:05 p.m. on Tuesday September 17, 2013.

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**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

September 27, 2013

To: MPL Trust Fund Investment Policy Subcommittee of the  
Milwaukee Public Library Board of Trustees:  
Chairman Sup. Theo Lipscomb, Sr., Denise Callaway, Sharon Cook,  
Sam McGovern-Rowen *all trustees are welcome to attend*  
MPL: Taj Schoening

Fm: Paula A. Kiely, Library Director

Re: MPL Trust Fund Investment Policy Subcommittee Meeting  
Thursday October 3, 2013  
3:30-5:00 p.m.  
Central Library Meeting Room 1

**MEETING NOTICE AND AGENDA**

1. **MPL Trust Fund Investment Policy.** The subcommittee will review a draft of the revised investment policy as it relates to financial and investment objectives and asset allocation guidelines for consideration by the full Board.

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**ATTACHMENT B-P. 3 of 12**  
**MPL AGENDA-10/22/13**

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
MPL TRUST FUND INVESTMENT POLICY SUBCOMMITTEE  
MINUTES  
Thursday October 3, 2013  
Central Library Meeting Room 1**

**PRESENT:** Sharon Cook, Sup. Theo Lipscomb, Sam McGovern Rowen, Paula Kiely

**EXCUSED:** Denise Callaway

**STAFF**

**PRESENT:** Taj Schoening, Crystal Sura

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Chair Theo Lipscomb called to order, the meeting of the Board of Trustees MPL Trust Fund Investment Policy Subcommittee, at 3:35 p.m. on Thursday October 3, 2013 with a quorum present.

1. **MPL Trust Fund Investment Policy.** Chair Trustee Lipscomb stated that at the September 17, 2013 meeting, library administration was asked to draft a revised investment policy incorporating changes that were suggested by the subcommittee. The Trustees received a draft Board of Trustees Milwaukee Public Library Trust Fund Investment Policy, dated September 23, 2013, to review prior to the meeting. Library Business Operations Manager Taj Schoening led the discussion on key elements in the policy. A few minor changes were made for clarity. Trustee Cook moved and Trustee McGovern-Rowen seconded a motion that a final draft of the MPL Trust Fund Investment Policy, with recommended changes, be presented to the full Board for adoption at the October 22, 2013 regular meeting. Motion passed.

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The meeting of the Library Board's MPL Trust Fund Investment Policy Subcommittee was adjourned at 4:05 p.m. on Thursday October 3, 2013.

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**Board of Trustees  
Milwaukee Public Library  
Trust Fund Investment Policy**

The purpose of the Investment Policy is to give guidance to the Milwaukee Public Library Board of Trustees (Board) in connection with the investment and management of the Milwaukee Public Library Trust Fund (Fund). Long-term investment objectives, policies and a prudent investment program are essential tools for the Board in carrying out its fiduciary responsibility with regard to the management and investment of the Trust Fund. In the pursuit of its investment objectives, the Board may engage the services of one or more investment advisors, who in turn may assist in the selection of investment managers of the funds invested under the purview of the Board. This Investment Policy also assists the Board in guiding investment advisors in performing their duties.

The Board will review this Investment Policy as needed, but at least annually, and make any appropriate changes, which will be communicated to the investment advisors.

Fund Purpose

The goal of the of the Fund is to produce a rate of return sufficient to maintain capital while permitting an annual withdrawal of approximately 4% to 5% of the three year rolling average market value for books, materials, programs, and other library purposes. The Milwaukee Public Library Trust Fund, which is under the exclusive control of the Board of Trustees (State of Wisconsin Statutes, Chapters 43 and 112.11 (3) to (5)), may not be used to substitute for City of Milwaukee budgeted funds for library staffing or service operations.

On an annual basis the Library Director will submit a request to the Board of Trustees for an appropriation for the following year. The Board reserves the right to authorize expenditures for special projects to meet the needs of the Library.

Investment Advisors

The Board of Trustees of the Milwaukee Public Library is empowered and authorized by State of Wisconsin Statutes, Chapters 43 and 112.11 (3) to (5), to appoint one or more investment advisors to manage the investment and reinvestment of a portion or all of the Trust Fund.

The Board must act with the care that an ordinarily prudent person in a like position would exercise under similar circumstances in: selecting an investment advisor; establishing the scope and terms of the delegation of investment management, including the payment of compensation, consistent with the purposes of the Fund; and monitoring of the performance and compliance with the scope and terms of the delegation.

The Board must request and review information regarding the investment advisor's experience, personnel, track record and proposed compensation as compared to appropriate peers and conduct other customary due diligence. The Board must take reasonable measures to assess the independence of the investment advisor.

The performance of each Investment Advisor will be reviewed by the Board on a quarterly basis. The Investment Advisor will provide performance information, including comparison of performance against appropriate benchmarks, and a projection of future market trends.

The Board may choose at any time to pursue selection of another advisor and terminate any existing contracts.

Investment Objective

Investments should use a balanced orientation. The Trust seeks income and capital growth as well as preservation of the principal. The risk tolerance is moderate.

The long-term objective is to manage the Fund to maximize the inflation adjusted long-term growth of Fund balanced by the need for regular distributions. Investments should be invested in such a way as to help in meeting the future need for distributions for materials, programs and other library purposes.

On a three year moving average basis, the Trust Fund will seek to achieve a total return in excess of the Barkley's Aggregate Bond Index for fixed income assets and returns in excess of MSCI All World Index as well as appropriate benchmarks for each equity asset class included in the Trust Fund portfolio. Performance will be evaluated on a total return basis.

Asset Allocation

The Trust Fund will be invested in no-load mutual funds. A variety of financial instruments and maturities, properly balanced, will help to ensure liquidity and reduce risk or interest rate volatility and loss of principal.

The Board should review the Asset Allocation targets during its annual review of the Investment Policy to determine if the allocations need to be strategically re-allocated.

<u>Asset Classes</u>	<u>Allocation Guidelines</u>
1. Equity Class	35% to 65%
US Large Cap Equity	
US Mid Cap Equity	
US Small Cap Equity	
Global Equity	
Non US Equity	
2. Alternative Assets	10% to 40%
Hedge Funds	
Private Investments	
Real Estate and Infrastructure	
Hard Assets	
3. Fixed Income and Cash	10% to 40%
Cash and Short Term	
US Fixed Income	
Non US Fixed Income	
Global Fixed Income	
Foreign Exchange and Non-USD Fixed Income	
Complementary Structured Strategies	



## **MPL 2020**

### **Our Plan for the Future**

#### **Introduction**

MPL 2020 is a customer-driven plan that provides strategic, relevant, and forward-looking library services to our city. Based upon an analysis of current use, demographics, input from community leaders, staff experience, research, and market segmentation data, we better understand our customers and how they use our libraries. And, we have a better understanding of how we are viewed by the community and the steps we need to take to improve our relationships. In response, we have redrawn our library service areas, updated our branch library service plans, and developed three broad outcomes that will be accomplished through eight citywide strategies. We will continue to provide high-quality library services through print and electronic collections, reference and research assistance, and successful and relevant services to young children and youth. We will support adults in their search of jobs, education, recreation, and a better quality of life. And we will develop new services for teens and the Spanish-speaking community. We will do this by aligning staff and resources to assure we are successful in fulfilling our Outcomes.

We will build upon our successful and relevant services by targeting three broad market segment groups that were identified using market segmentation data: Young Families, Global Roots, and Traditional Living.

- Young Families - representing about 233,000 people of varying races and ethnicities, are hardworking families with young children, with the same high hopes and dreams for their kids' future.
- Global Roots – representing about 125,000 people, who have recently immigrated from around the globe, but of mostly Hispanic heritage. They are young families working hard to achieve the American Dream; many are already home owners.
- Traditional Living – representing approximately 79,000 people, these are mostly middle age married couples, some with children still at home, who raised their families here

Using data we have compiled about existing and prospective customers in each of these groups, we will prepare new individual plans of service for each of the library's 13 locations that meet the unique, local conditions of the designated library service area. For example, in library service areas with high densities of Young Families, services will be developed to address their unique needs. Where Global Roots segments are particularly concentrated, we will expand services to the Spanish-speaking community. In areas where Traditional Living segments are located, we will continue to offer traditional services with an emphasis on collections.



## **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

## **Organizational Values**

Creating a City of Readers and Lifelong Learners

*21<sup>st</sup> Century Literacies: Print, digital, financial, health*

Anchoring Healthy and Vibrant Neighborhoods

*Safe and connected, successful business districts, good quality of life, cultural respect*

Contributing to a Strong Milwaukee

*Strong economy and job market, informed and educated workforce, thriving families*

## **Workplace Values**

To meet the great expectations of our customers,  
these values guide, inspire, and nourish us:

PASSION, INNOVATION, AND EXCELLENCE

# Outcomes

## Customer Outcomes

- Milwaukee is a city of readers and its residents are supported throughout their lives in the pursuit of education, 21st Century Literacies and improved economic stability
- Services align with the needs, interests, and concerns of our customers
- Digital Inclusion increases
- Use of library services by previously underserved market segments increases

## Community Outcomes

- The library is a Third Place, a community gathering place, that fosters community dialog and development through programs and services
- Library representatives are out and among the community as leaders and resources contributing to positive change and growth
- Community partnerships are the basis for all successful initiatives

## Organizational Outcomes

- Data and evidence-based approaches are the primary basis for decision-making and evaluation in all service and operation functions
- The good is not sacrificed for the perfect. Strategic risk-taking and learning through experience is incorporated into the organizational culture and professional development
- Organizational structure and budget are aligned with customer, community, and organizational outcomes
- Ours is a library system others seek to emulate

# Citywide Strategies

## Traditional Reading and Research Services

At the foundation of our mission is the fundamental activity of providing information to people with broad and deep collections that represent the wide-range of thinking in all areas of interest and through professional information activities provided by librarians via the Internet, phone, in libraries, and through emerging technologies. We will:

- **Develop Collections** to provide current materials that are in demand and to collect materials for inclusion in the Resource Library
- **Help through Reference Service** to assist in accessing resources and services
- **Check out Materials** to maximize lending and use of the collection
- **Maximize Public Service Hours** to provide the highest level of access to services possible
- **Offer Cultural Programming and Exhibits** to promote unique library resources
- **Develop the Resource Library** to provide long-term access to special collections

## 21<sup>st</sup> Century Literacies

Today's society requires enhanced skills to thrive in an increasingly information based culture. Supportive library programming targets early childhood, financial, health, and social/cultural literacies to better equip children and adult learners with the tools they need to succeed. We will:

- **Prioritize Early Literacy Services** to develop lifelong readers and prepare children for school.
- **Strengthen School Age Services** to encourage the value of reading through innovative and fun programming for grade school children.
- **Create Civic & Social Literacy Services** to reduce cultural and language barriers to accessing library services, particularly for new immigrants and Spanish-speaking community members.
- **Continue Financial Literacy Services** to provide people with the knowledge and tools to make informed and sound financial decisions.
- **Enhance Health Literacy Services** to empower people in their personal health management.

## Technology and Digital Inclusion

MPL provides a broad spectrum of initiatives from providing computer skills education to digitizing local collections. An increasingly digitized world requires new knowledge, practice and access to technology. The library is positioned to provide a broad spectrum of hardware and software support for increasing digital literacies. It is also ideally positioned to develop digital literacy skills that are so critical in this economy. Because of the importance of this "literacy" it is included in this section. We will:

- **Promote Digital Inclusion** to ensure all Milwaukeeans are aware of and have access to the wealth of information available through the Internet.
- **Continue Computer Training** to provide equal opportunities for basic computer skills.
- **Identify future trends** to ensure library users have access to important mainstream technology
- **Invest in Infrastructure** to ensure robust and technology-rich library environments

### **Workforce Development & Business Growth**

MPL locations are a hub of resources for the community. By hosting regular Job Labs, Small Business Resources and Patent classes as well as providing premium database content, MPL contributes to economic and employment growth in Milwaukee. MPL librarians have forged partnerships with community agencies to further provide access to business information. We will

- **Increase Access to Job Labs** to accommodate the demand by people seeking available jobs and successful employment.
- **Increase Small Business Resources & Outreach** to support small business growth and creation.

### **Community Engagement and Leadership**

The Milwaukee Public Library will expand beyond its four walls and bring library services to neighborhoods by engaging with residents, neighbors and communities. The library will establish itself as a community stakeholder, thought-leader, and resource for community initiatives, which to neighborhood improvement and stability. We will:

- **Support Community Engagement Activities and Board Participation** to establish the Milwaukee Public Library as a valued resource and thought-leader
- **Develop a Volunteer Corps** to expand the capacity of staff and to strengthen community support
- **Develop New Customers** through partnership development to build awareness of library services and meet the needs of the community

### **Out-of-School Learning for Teens**

Engaging teens and adolescents requires age-specific programs and resources that are not only engaging, but fun. The Library will develop programs, collections, spaces and initiatives to encourage adolescents and teens to engage in reading, creative development, and learning opportunities outside of the school setting. Out-of-School learning initiatives will utilize emerging technologies and strategies such as gamification, which applies game design thinking to non-game applications to make them more fun and engaging, and Massive Open Online Courses (MOOCS). We will:

- **Initiate Technology Programming** to engage adolescents and teens in gamification and other technology-based learning opportunities
- **Promote Online Learning** to improve school outcomes through increased library use by this targeted age group
- **Create Teen Only Spaces** to encourage use by middle and high school students and to shift their perspective of the library from a “quiet, stuffy learning institution” to a safe gathering place where they feel at home to try new technologies, be creative, read for fun, and meet friends.

### **Community Third Place**

Every person has a third place, that place between home and work that serves as an “anchor” of community life and facilitates and fosters creative, social interactions. The Library will further establish itself as an anchor of healthy neighborhoods by creating awareness, fostering community dialog and being the place neighbors find connections, resources, recreation, and technology. We will:

- **Define New Policies and Operational Changes** to promote MPL as a Third Place
- **Create New Customer Service Models** to support Third Place principals
- **Implement Branch Building Program** to complete the library’s facilities plan, Rethinking Libraries for the 21<sup>st</sup> Century

- **Design Libraries as Meeting Places and Learning Commons** to encourage collaboration and community building
- **Continue Library Maintenance & Restoration Projects** to ensure libraries are inviting, welcoming, and safe.

### **Resource Alignment & Organizational Development**

MPL has the potential to be a world-class library. While financial resources are limited, we start this new plan from a position of strength. We have great employees, successful services, increasing use of collections and services, investments in library buildings and new approaches to library design. We have an engaged Board, an active Foundation, a supportive City Council, and a Mayor who cares about Milwaukee. To capitalize on these strengths, we will:

- **Align staff positions and resources** to ensure we have the capacity to achieve our outcomes.
- **Create metrics for each strategy and tactics** to enable us to measure success to clearly communicate our progress using a dashboard.
- **Design and adopt a team approach** to services and operations
- **Develop staff development programs** for new skill sets
- **Modify organization chart/structure** to align with outcomes

## **Next Steps**

Implementing MPL 2020 - Our Plan for the Future uniquely integrates the eight citywide strategies described above within each the local outlet plan of service. Plan implementation focuses on three elements:

1. Citywide Strategies – library administrators, working closely with library managers and staff, will identify the locations that would significantly benefit from the implementation of citywide strategies. At least one citywide strategy in each of the categories listed above will be slated for implementation with measures to track results.

3. Library Service Area Projects – in the first year, each library service area is will implement two selected initiatives based upon the library’s service area plan. Projects will be thoughtfully implemented, taking into account the local target audience, the most effective methods for communicating with them, and measuring results on an on-going basis. Lessons learned will be communicated across the library system in order model success and to make timely adjustments as needed.

3. Capacity Building and Staff Alignment – delivering more effective services starts with a responsive library staff that is in tune with the unique needs of each library service area, professionally exemplifies the values of passion, innovation, and excellence, and seeks continual growth and improvement. The next six years...to 2020...will be an exciting time of change for the Milwaukee Public Library, fully becoming a customer driven organization, earning a leadership role in helping Milwaukeeans build a strong city with vital neighborhoods, and helping people, one on one, to read, learn, and connect.



**MILWAUKEE**  
PUBLIC LIBRARY

**Milwaukee Public Library Board of Trustees  
2014 Schedule of Meetings**

**REGULAR MEETING OF THE BOARD**

- ▶ January 28, Tuesday      ▪ 4:30 p.m. ▪ Central Library Meeting Room 1
- ▶ March 25 Tuesday      ▪ 4:30 p.m. ▪ Central Library Meeting Room 1
- ▶ April 22, Tuesday      ▪ 4:30 p.m. ▪ Washington Park Library Meeting Room
- ▶ May 27, Tuesday      ▪ 4:30 p.m. ▪ Central Library Meeting Room 1
- ▶ June 24, Tuesday      ▪ 4:30 p.m. ▪ Central Library Meeting Room 1
- ▶ July 22, Tuesday      ▪ 4:30 p.m. ▪ Central Library Meeting Room 1
- ▶ September 23, Tuesday    ▪ 4:30 p.m. ▪ Zablocki Library Meeting Room
- ▶ October 28, Tuesday    ▪ 4:30 p.m. ▪ Central Library Meeting Room 1
- ▶ November 25, Tuesday   ▪ 4:30 p.m. ▪ Central Library Meeting Room 1

RECESS: February, August, December

**FINANCE & PERSONNEL COMMITTEE**

- ▶ January 28, Tuesday      ▪ 4:15 p.m. ▪ Central Library Meeting Room 1
- ▶ April 22, Tuesday      ▪ 4:15 p.m. ▪ Zablocki Library Meeting Room
- ▶ July 22, Tuesday      ▪ 4:15 p.m. ▪ Central Library Meeting Room 1
- ▶ October 28, Tuesday    ▪ 4:15 p.m. ▪ Central Library Meeting Room 1

**LIBRARY BUILDING & DEVELOPMENT COMMITTEE**

- ▶ January 17, Thursday      ▪ 8:00 a.m. ▪ Central Library Meeting Room 1
- ▶ April 18, Thursday      ▪ 8:00 a.m. ▪ Central Library Meeting Room 1
- ▶ July 18, Thursday      ▪ 8:00 a.m. ▪ Central Library Meeting Room 1
- ▶ October 17, Thursday      ▪ 8:00 a.m. ▪ Central Library Meeting Room 1

**LIBRARY SERVICES & PROGRAMS COMMITTEE**

- ▶ February 3, Monday      ▪ 5:30 p.m. ▪ Central Library Meeting Room 1
- ▶ May 5, Monday      ▪ 5:30 p.m. ▪ Central Library Meeting Room 1
- ▶ July 28, Monday      ▪ 5:30 p.m. ▪ Central Library Meeting Room 1
- ▶ November 3, Monday      ▪ 5:30 p.m. ▪ Central Library Meeting Room 1

**INNOVATION & STRATEGY COMMITTEE**

Meets at the call of the Chair.

**EXECUTIVE COMMITTEE**

- ▶ May 14, Wednesday      ▪ 4:00 p.m. ▪ Central Library Meeting Room 1
- ▶ December 10, Wednesday ▪ 4:00 p.m. ▪ Central Library Meeting Room 1

**MILWAUKEE PUBLIC LIBRARY BOARD OF TRUSTEES**

**Alderman Ashanti Hamilton**

**President**, May 2014

Term expires: April 2016

**Aldermanic Member (Mayor)**

**John Gurda**

**Vice President**, May 2014

Term expires: April 2014

**Citizen Member (Mayor)**

**Supervisor Theodore Lipscomb Sr.**

**Financial Secretary**, May 2014

Term expires: May 2016

**Milwaukee County Board Representative (County Executive)**

**Paula A. Kiely**

**Secretary**, Library Director

**Ex Officio Non-Voting Member**

**Michele Bria, Ph.D.**

Term expires: April 2017

**Citizen Member (Mayor)**

**Denise Callaway**

Designee of Superintendent, Milwaukee Public Schools

**Ex Officio**

**Alderwoman Milele Coggs**

Term expires: April 2016

**Aldermanic Member (Mayor)**

**Sharon Cook**

Term expires: April 2015

**Citizen Member (Mayor)**

**Alderman Nik Kovac**

Term expires: April 2016

**Aldermanic Member (Mayor)**

**Chris Layden**

Term Expires: April 2016

**Citizen Member (Mayor)**

**Sam McGovern-Rowen**

Term expires: April 2017

**Citizen Member (Mayor)**

**Joan M. Prince, Ph.D.**

Term expires: April 2016

**Designee of Common Council President**

**Mark Sain**

Designee of President, Milwaukee School Board

**Ex Officio**



**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
COMMITTEES  
2013-2014**

**FINANCE & PERSONNEL COMMITTEE**

Theo Lipscomb, Chairperson  
Mark Sain, Vice-Chair  
Nik Kovac  
Sam McGovern-Rowen  
Joan Prince

**LIBRARY BUILDING & DEVELOPMENT COMMITTEE**

John Gurda, Chairperson  
Milele Coggs, Vice-Chair  
Sharon Cook  
Theo Lipscomb Sr.  
Mark Sain

**LIBRARY SERVICES & PROGRAMS COMMITTEE**

Sharon Cook, Chairperson  
Denise Callaway, Vice-Chair  
Milele Coggs  
Chris Layden  
Sam McGovern-Rowen

**INNOVATION & STRATEGY COMMITTEE**

Denise Callaway, Chairperson  
Nik Kovac, Vice-Chair  
Michele Bria  
John Gurda  
Joan Prince

**EXECUTIVE COMMITTEE**

President	Ashanti Hamilton, Chairperson
Vice President	John Gurda
Financial Sec.	Theo Lipscomb, Sr.

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## Milwaukee Public Library 2014 Proposed Public Service Hours<sup>1</sup>

### Central Library

### Art and Humanities Rooms

Monday	12 p.m. – 8 p.m.		Monday	12 p.m. – 8 p.m.
Tuesday	9 a.m. – 8 p.m.		Tuesday	9 a.m. – 4 p.m.
Wednesday	9 a.m. – 6 p.m.		Wednesday	9 a.m. – 4 p.m.
Thursday	9 a.m. – 6 p.m.		Thursday	9 a.m. – 4 p.m.
Friday	9 a.m. – 6 p.m.		Friday	9 a.m. – 4 p.m.
Saturday	9 a.m. – 5 p.m.		Saturday	9 a.m. – 4 p.m.

*54 hrs/wk, same as 2013*

*43 hrs/wk, same as 2013*

### Drive-Up at Central Library

Monday	7:30 a.m. – 6 p.m.
Tuesday	7:30 a.m. – 6 p.m.
Wednesday	7:30 a.m. – 6 p.m.
Thursday	7:30 a.m. – 6 p.m.
Friday	7:30 a.m. – 6 p.m.
Saturday	9 a.m. – 5 p.m.

*60.5 hrs/wk, same as 2013*

### Neighborhood Libraries

#### M.L. King, Mill Road, Tippecanoe

#### Atkinson, Capitol, Forest Home

Monday	12 p.m. – 8 p.m.		Monday	12 p.m. – 8 p.m.
Tuesday	12 p.m. – 8 p.m.		Tuesday	12 p.m. – 8 p.m.
Wednesday	12 p.m. – 8 p.m.		Wednesday	12 p.m. – 8 p.m.
Thursday	10 a.m. – 6 p.m.		Thursday	10 a.m. – 6 p.m.
Friday	10 a.m. – 6 p.m.		Friday	<b>Closed</b>
Saturday	<b>Closed</b>		Saturday	10 a.m. – 5 p.m.

*40 hrs/wk, same as 2013*

*39 hrs/wk, same as 2013*

#### Bay View, East, Villard Square, Washington Park, Zablocki

#### Center Street

Monday	10 a.m. – 8 p.m.		Monday	9 a.m. – 8 p.m.
Tuesday	12 p.m. – 8 p.m.		Tuesday	12 p.m. – 8 p.m.
Wednesday	12 p.m. – 8 p.m.		Wednesday	12 p.m. – 8 p.m.
Thursday	10 a.m. – 6 p.m.		Thursday	10 a.m. – 6 p.m.
Friday	10 a.m. – 6 p.m.		Friday	10 a.m. – 6 p.m.
Saturday	10 a.m. – 5 p.m.		Saturday	10 a.m. – 5 p.m.

*49 hrs/wk, same as 2013*

*50 hrs/wk, same as 2013*

**Ready Reference:** Open at 9:00 a.m. *Monday* thru *Saturday*

**Sunday Hours:** (October – April): 1 – 5 p.m. at Central, Zablocki, and Capitol Libraries

<sup>1</sup> Effective Monday, December 23, 2013

MILWAUKEE PUBLIC LIBRARY SYSTEM  
PERSONNEL ACTIONS

COVERING PERIOD: SEPTEMBER 1, 2013 THROUGH SEPTEMBER 28, 2013

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Christopher Bodjanac - Library Circulation Assistant I - East	09/09/13
Alison McElvery - Library Circulation Assistant I - Bay View	09/09/13
Jonathan Osmer - Library Circulation Assistant I - Circulation	09/09/13
LaSonya Ragsdale - Library Circulation Assistant I - Circulation	09/09/13
Sylvia Peña - Library Circulation Aide - Circulation	09/16/13

PROMOTION - TEMPORARY APPOINTMENT MADE REGULAR

Mary Milinkovich - Management Librarian to Librarian V - Subject Services	09/01/13
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TEMPORARY ADDITIONAL ASSIGNMENT

Rachel Collins - Library Branch Manager - East	
TO: Library Branch Manager - East and Villard Square	09/01/13

EMERGENCY APPOINTMENT

Nancy Torphy - Librarian III - Extension Services	09/11/13
Joy Kilimann - Librarian III - Extension Services	09/25/13

EXPIRATION OF EMERGENCY APPOINTMENT

Kathi Gardner - Library Circulation Assistant I - Extension Services	08/27/13
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TRANSFER

Eric Johnson - Librarian III - Subject Services /Ready Reference to Humanities	09/01/13
Kirsten Thompson - Library Branch Manager - Villard Square to Subject Services	09/01/13
Dagon Smith - Library Circulation Assistant I - Washington Park to Zablocki	09/15/13
Daniel Stupar - Library Circulation Assistant I - Zablocki to Washington Park	09/15/13

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Cathelyn Skarban - Library Circulation Assistant I - Bay View - 48.0 hours	06/24/13
Ashley Emmons - Audio Machine Technician - WTBBL - 24.0 hours	07/17/13
Ashley Emmons - Audio Machine Technician - WTBBL - 32.0 hours	09/04/13
Patricia Schriefer - Librarian III - Center Street - 36.7 hours	09/23/13

LEAVE OF ABSENCE - EXTENSION

Zarina Mohd Shah - Librarian II - Technical Services - 1 year	10/01/13
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RESIGNATION

Kathryn Mlsna - Librarian V - Circulation	09/04/13
Heidi Sivilotti - Library Circulation Aide - Bay View	09/04/13
Kaylin Hardwick - Library Circulation Aide - Atkinson	09/07/13
DoniElle Lewis - Library Circulation Aide - Martin Luther King	09/23/13
Beth Wisniewski - Library Services Assistant - WTBBL	09/27/13

RETIREMENT

Keith Harris - Custodial Worker II - CL - Villard Square MPL Service Credit : 28 years 5 months 26 days	09/28/13
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MILWAUKEE PUBLIC LIBRARY  
FINANCIAL REPORT  
SEPTEMBER 30, 2013

2013

2012

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$20,578,637	\$15,114,198	73.4%
Fines	\$350,000	\$232,542	66.4%
Lost Materials, etc.	\$136,300	\$77,994	57.2%
MCFLS Contracts	\$791,100	\$364,165	46.0%
<b>Total City Appropriation</b>	<b>\$21,856,037</b>	<b>\$15,788,899</b>	<b>72.2%</b>

	Budget	Received to date	% Received
	\$21,546,746	\$15,474,405	71.8%
	\$340,000	\$280,904	82.6%
	\$140,200	\$79,708	56.9%
	\$791,300	\$400,552	50.6%
<b>Total</b>	<b>\$22,818,246</b>	<b>\$16,235,569</b>	<b>71.2%</b>

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,857,467	\$8,782,381	74.1%
Fringe Benefits	\$5,601,547	\$4,144,710	74.0%

	Budget	Spent to date	% Spent
	\$12,229,607	\$8,969,064	73.3%
	\$6,102,306	\$4,379,507	71.8%

Operating Expenses

<i>General Office Expense</i>	\$164,850	\$54,313	32.9%
<i>Tools &amp; Machinery Parts</i>	\$26,100	\$21,347	81.8%
<i>Construction Supplies</i>	\$40,900	\$18,471	45.2%
<i>Energy</i>	\$713,185	\$473,175	66.3%
<i>Other Operating Supplies</i>	\$321,860	\$205,242	63.8%
<i>Vehicle Rental</i>	\$8,300	\$3,477	41.9%
<i>Non-Vehicle Equipment Rental</i>	\$31,300	\$18,541	59.2%
<i>Professional Services</i>	\$81,487	\$80,482	98.8%
<i>Information Technology Services</i>	\$201,000	\$224,888	111.9%
<i>Property Services</i>	\$809,769	\$400,399	49.4%
<i>Infrastructure Services</i>	\$26,000	\$21,680	83.4%
<i>Vehicle Repair Services</i>	\$500	\$226	45.2%
<i>Other Operating Services</i>	\$125,500	\$94,527	75.3%
<i>Reimburse Other Departments</i>	\$76,900	\$4,470	5.8%
<b>Total</b>	<b>\$2,627,651</b>	<b>\$1,621,238</b>	<b>61.7%</b>

	\$174,084	\$87,184	50.1%
	\$26,100	\$19,580	75.0%
	\$51,400	\$31,845	62.0%
	\$763,811	\$431,147	56.4%
	\$298,381	\$221,008	74.1%
	\$8,300	\$3,479	41.9%
	\$33,800	\$16,845	49.8%
	\$172,500	\$108,225	62.7%
	\$245,510	\$155,813	63.5%
	\$821,136	\$428,532	52.2%
	\$26,000	\$14,804	56.9%
	\$500	\$108	21.6%
	\$137,000	\$116,633	85.1%
	\$76,900	\$54,083	70.3%
<b>Total</b>	<b>\$2,835,422</b>	<b>\$1,689,286</b>	<b>59.6%</b>

Equipment

<i>Library Materials</i>	\$1,543,864	\$1,090,182	70.6%
<i>Computers, etc.</i>	\$200,500	\$137,015	68.3%
<i>Other</i>	\$25,008	\$13,373	53.5%
<b>Total</b>	<b>\$1,769,372</b>	<b>\$1,240,570</b>	<b>70.1%</b>

	\$1,493,700	\$1,058,580	70.9%
	\$105,260	\$99,407	94.4%
	\$51,951	\$39,725	76.5%
<b>Total</b>	<b>\$1,650,911</b>	<b>\$1,197,712</b>	<b>72.5%</b>

<b>Total City Expenses</b>	<b>\$21,856,037</b>	<b>\$15,788,899</b>	<b>72.2%</b>
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<b>Total</b>	<b>\$22,818,246</b>	<b>\$16,235,569</b>	<b>71.2%</b>
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MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 SEPTEMBER 30, 2013

2013

ADDITIONAL FUNDING SOURCES

	Budget	Spent to date	% Spent
<b>Other Dept. Appr.</b>			
<i>Villard Square Lease</i>	\$13,182	\$13,182	100.0%
<b>Contract Grants</b>			
<i>Teacher in the Library/LTS's</i>	\$200,228	\$94,573	47.2%
<i>WTBBL</i>	\$968,700	\$234,896	24.2%
<i>ILS</i>	\$84,690	\$18,491	21.8%
<b>Total</b>	<b>\$1,253,618</b>	<b>\$347,960</b>	<b>27.8%</b>
<b>Trust Fund</b>			
<i>Materials</i>	\$56,150	\$48,594	86.5%
<i>Programming</i>	\$21,500	\$12,357	57.5%
<i>Training</i>	\$7,368	\$4,692	63.7%
<i>Marketing</i>	\$11,000	\$2,499	22.7%
<i>Contingency</i>	\$1,500	\$664	44.3%
<b>Total</b>	<b>\$97,518</b>	<b>\$68,806</b>	<b>70.6%</b>
<b>Foundation Funds</b>			
	Balance	Spent to date	% Spent
<i>Materials</i>	\$322,001	\$207,862	64.6%
<i>Programming</i>	\$255,683	\$170,593	66.7%
<b>Total</b>	<b>\$577,684</b>	<b>\$378,455</b>	<b>65.5%</b>

2012

	Budget	Spent to date	% Spent
	\$13,182	\$13,182	0.0%
	\$40,000	\$16,161	0.0%
	\$968,700	\$190,839	19.7%
	\$84,690	\$18,590	22.0%
	<b>\$1,093,390</b>	<b>\$225,590</b>	<b>20.6%</b>
	\$53,770	\$25,241	46.9%
	\$20,500	\$17,094	83.4%
	\$7,000	\$4,340	62.0%
	\$10,000	\$9,287	92.9%
	\$1,470	\$865	58.8%
	<b>\$92,740</b>	<b>\$56,827</b>	<b>61.3%</b>
	Balance	Spent to date	% Spent
	\$354,910	\$146,270	41.2%
	\$166,241	\$154,895	93.2%
	<b>\$521,151</b>	<b>\$301,165</b>	<b>57.8%</b>

## **Director's Report September / October**

Activity on the 2014 Budget dominated activities since the last Board meeting on September 22. Individual meetings were held with eleven Common Council members, including all members of the Finance and Personnel Committee. The Joint Public Hearing was held on the evening of October 9 and the Library's Budget hearing the following afternoon, on October 10.

Library Foundation activity was high due to planning for the Benjamin Franklin Celebration, to be held on October 24, and the continuing search for the next Executive Director. Meetings were also held with a potential grant writer and an accounting firm, both for the purpose of assisting with the ongoing operation of the Foundation office.

The Digital Inclusion project progressed with the meeting of a group of community and business leaders. The purpose of the meeting was to discuss the upcoming summit and to solicit feedback on our plans. After a valuable discussion, the planning team decided to postpone the summit in order to address the recommendation to build a business case for this effort. The summit is now tentatively scheduled for next spring.

The Public Art Selection Panel for the new East Branch Library selected two artists who will receive commissions for the creation of original art inside the library. Santiago Cucullu and Katherine Martin-Meurer are both local artists. They will continue to develop their concepts with the final pieces being installed prior to the grand opening in the fall of 2014.

### **Programs**

Laptop Sessions. This summer, Martin Luther King Library piloted a "Wired Wednesdays" program and it was a wonderful success. Over the course of two months, a total of 210 young people attended the sessions. Library laptops were made available in the meeting room for children and teens who otherwise were not eligible for computer use due to fines and fees on their cards. Librarian Jane Hauptert engaged with the group, learning about each individual and promoting library materials and programs. She observed the children "spontaneously engage in emergent literacy activities when they had access to our laptop and they spent the afternoons engaged in self-directed learning - connecting to each other, to me, and to the world."

Poetic Voices of the Muslim World. The 18 panel exhibit *Poetic Voices of the Muslim World* was installed on Main Street of the Central Library on September 16. An opening reception was held on September 17 in Central Library's Mozart's Grove. Library Director Paula Kiely welcomed an audience of 39 guests to this kick-off event. Poet Laureate Jim Chapson spoke about the ability of art and poetry to open windows to new cultures. Attendees learned more about the upcoming program series, explored the 18-panel exhibit, and enjoyed refreshments from local restaurant Shahrazad.

Which Book Next. During the September 23 two hour event, 82 suggestions were made (our April 2013 event we gave 51 suggestions) on which book to read next. As people posted the last three books they've read to MPLs Facebook event page, the titles were sent to a librarian who looked for a suggestion of what to read next. The librarians responded with a book title, a brief

reason why it was chosen, a short description of the book, and a link to our catalog so holds could be placed right away. Thank you to the team of librarians that responded with reader's advisory suggestions: Maria Cunningham Benn, Rachel Arndt, Jacki Potratz, Rose Fortier, Hayley Johnson, Tim Rush, Roxanne Staveness, Jillian Johnson, Beth Gabriel, Brett Rohlwing and Allie Schwartz. Thanks also to our event administrators, librarians Mary Klecha and Kristina Gomez, the Communications & Marketing Department for promoting the event and the MPL HelpDesk team for making sure the computers were ready to go.

## **Outreach**

South African Student Visit. The Central Library was pleased to host a visit by library school students and instructors from the University of Pretoria MIT-Carnegie Institute in South Africa. This third annual visit consisted of an introduction to Youth and Outreach Services, a presentation on library digitization efforts, an introduction to the Rare Books Collection and a tour of the library which included the Green Roof and the Wisconsin Talking Book and Braille Library. The visitors expressed their appreciation for the library's hospitality and their plans to visit again next year. Both the visitors and staff were pleased for the networking and learning opportunities that the visit provided.

Doors Open Milwaukee. For the third year, MPL Central participated in Doors Open Milwaukee. Expectations that numbers would decline were wrong! The total number of people on tours was 1,531. A new tour added this year was Follow that Book which allowed people to see the book sorter and learn about the steps in getting an item back on the shelves. Edwin Schacherer, Veronica Neumann Thompson, David Lathrop and Mary Evans (Circulation) provided tour assistance to the sorter room and 3T. Chris Murphy (Communications & Marketing) showed the dome to 486 people, double the number of Saturday visitors 3 years ago. Librarians Pat DeFrain, Anna Donovan, Kathleen VandenBoom Hurley (Arts & Media), and Dan Lee (Humanities & Archives), led the tours to the Green Roof (388 people) and the 4<sup>th</sup> floor (275 people). Retirees Anne Bales, Kate Huston Raab and Joanne Salas and Christy Coulter (Washington Park Library) greeted and directed the public. Docents Anne Steinhilb, John Chojnacki and Gladys Roszak provided information to 137 people in the Old Board Room. Michael Weber led Security and made sure things ran smoothly. Everyone working that day contributed to a successful Doors Open Milwaukee.

## **Events**

Song of the Reed Performance. On September 24, a fabulous program on "Song of the Reed: Rumi" was held in Centennial Hall as part of the *Poetic Voices of the Muslim World* program series. MPL received a lot of great feedback from the 69 attendees - everyone loved the program. The performers were very impressed with the venue, the sound, and the enthusiasm of the crowd. Librarian Jennifer Heidel (Humanities & Archives) is the lead for all of the programs, and received assistance from librarians Kathleen VandenBoom Hurley (Arts & Media) and Kristina Gomez (Business and Technology). Joe Leszczynski (Business Office) provided technical support. A podcast of the evening's performance will be posted @mpl.org.

Annual Frank P. Zeidler Lecture. This year, on September 26, the Zeidler Lecture took the form of a panel discussion in Centennial Hall. Library Director Paula Kiely welcomed the audience. The topic was *The Struggle for Civil & Economic Rights: 50 Years after the March on*

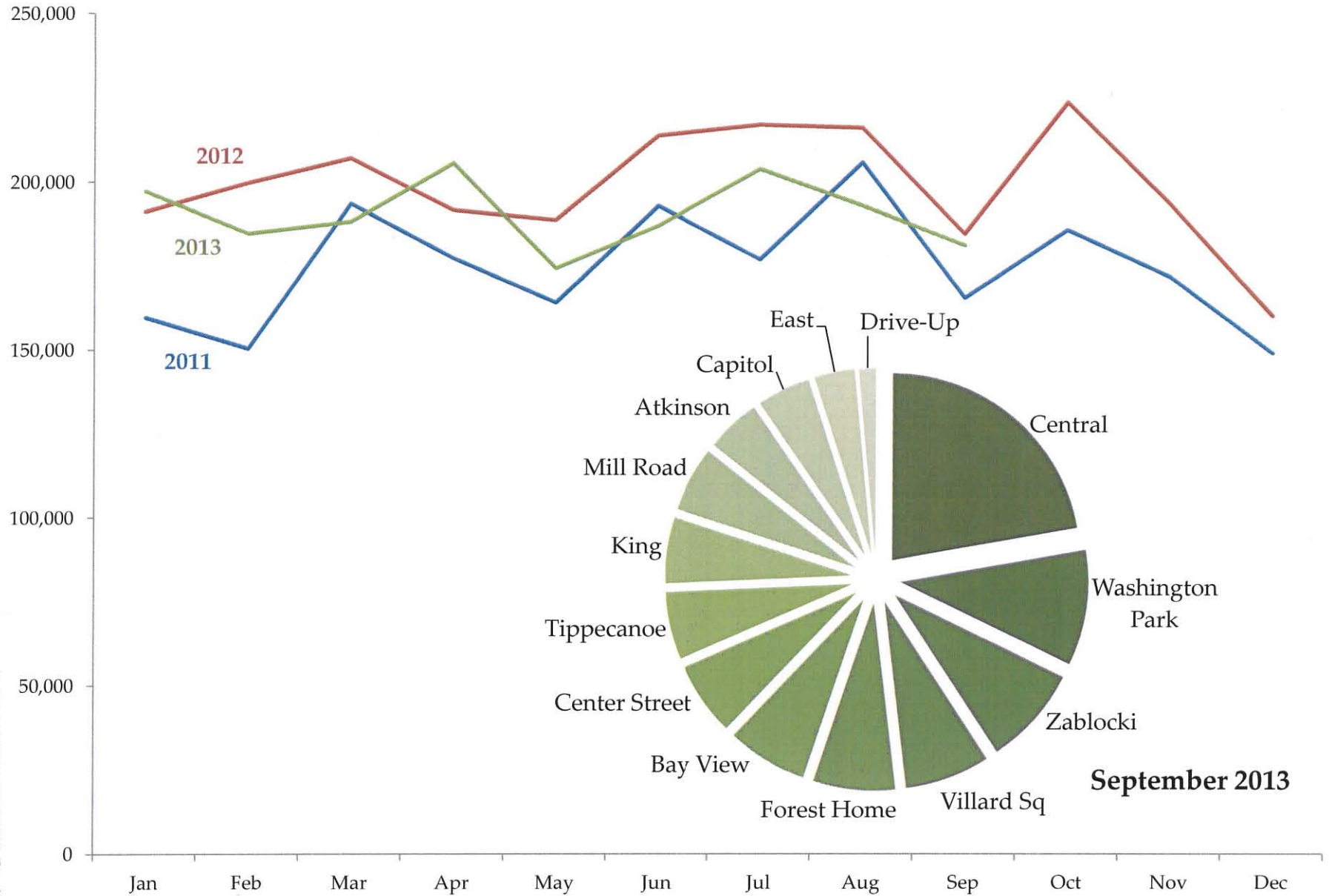
*Washington.* Moderator James Causey and panelists Rev. Joe Ellwanger, Rev. Trinette V. McCray, and Milwaukee Area Labor Council COO Sheila Cochran led 158 attendees in animated discussion of the topic. Librarians Daniel Lee and Heather Smith (Humanities & Archives) planned and coordinated the 6<sup>th</sup> Annual Zeidler Lecture along with the Zeidler Lecture Committee.

## **Statistics**

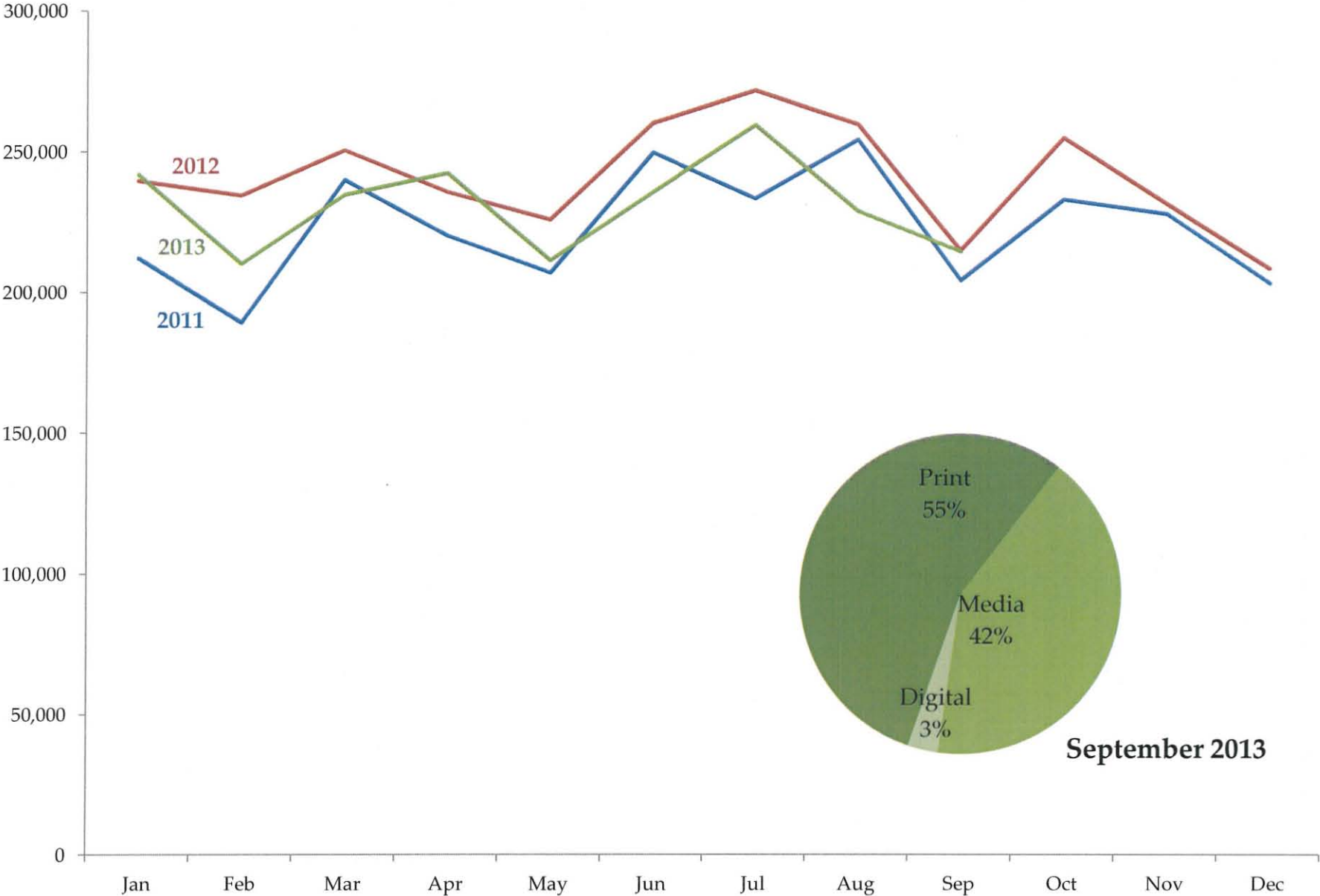
Library Use Summary. Total library visits and circulation for September were slightly lower than the prior year, while increases at most libraries were due to one additional day in the month when compared to 2013. The drop in use at the East branch continues due to its relocation to the small temporary site this summer. This trend is expected to continue until the new library opens next year. Villard Square had a slight increase in use during the month, but a significant decrease in circulation of nearly 14%. This fall-off is not unexpected as the community is readjusting its use of the library since it was first opened nearly two years ago. However, use of the branch is still up when compared to 2010. Use of electronic resources, specifically e-books and downloadable audio books, continues to grow with a monthly increase of 72.5% and 53.3% respectively.



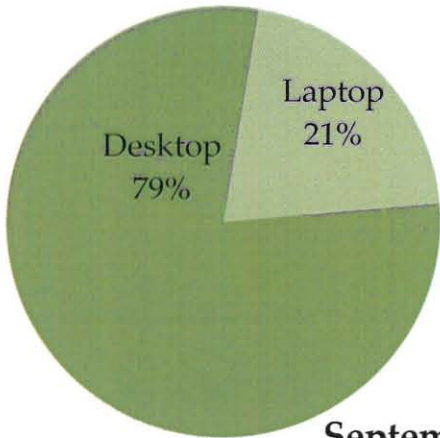
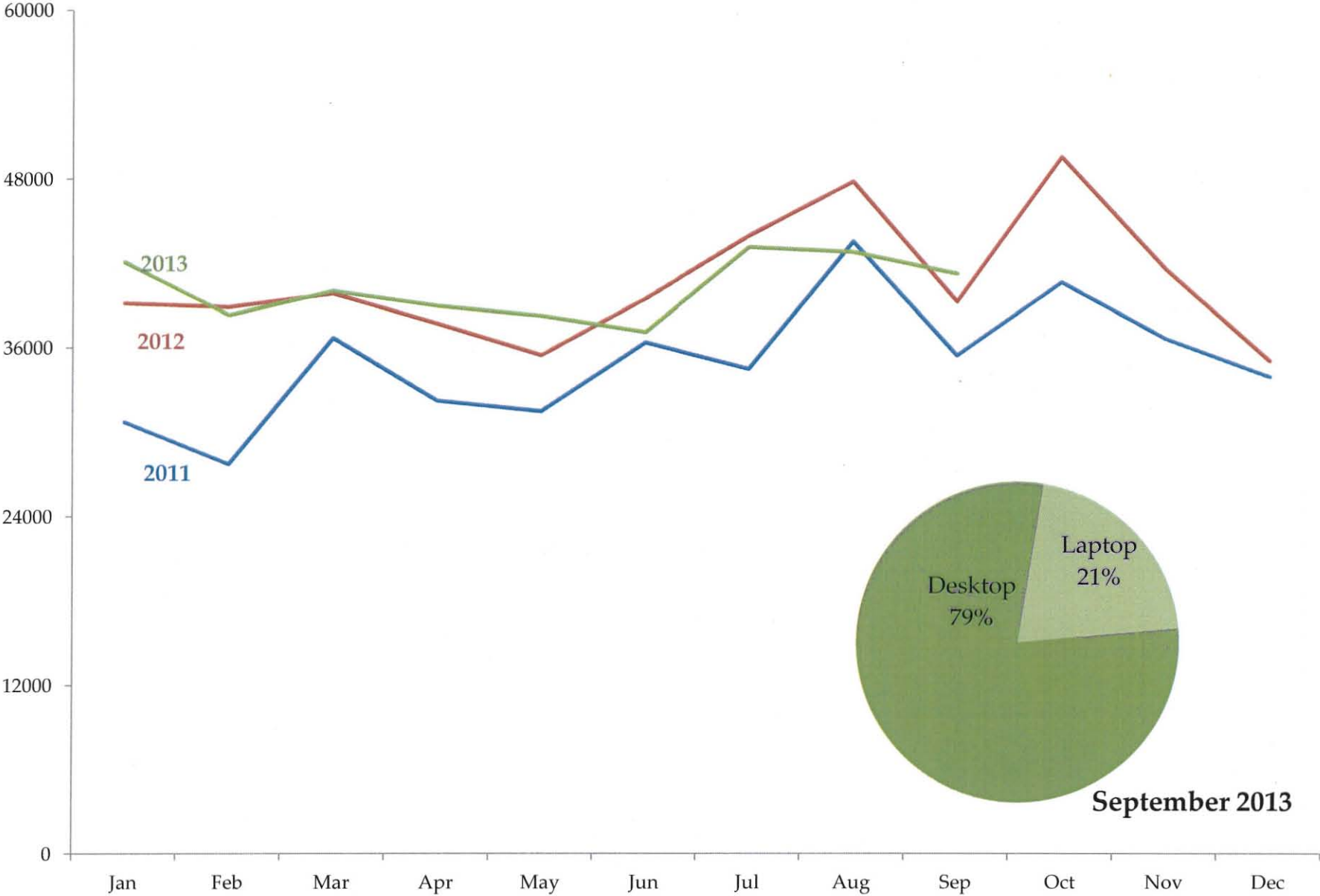
# Milwaukee Public Library Visits



# Milwaukee Public Library Circulation



# Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
September, 2013**

<b>Unique Visitors to the MPL Website</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	87,678	95,998	-8.7%	804,344	823,608	-2.3%

<b>Database Hits</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	3,566	4,343	-17.9%	40,277	44,292	-9.1%
	38.3% In-library 61.7% Remote	31% In-library 69% Remote		33.7% In-library 66.3% Remote	32.5% In-library 67.5% Remote	

<b>OverDrive Digital Download Circulation, by format</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	4,639	2,689	72.5%	41,084	17,714	131.9%
Audiobooks	1,988	1,297	53.3%	16,288	9,952	63.7%

<b>Downloads of Digital Music through Fregal</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	2,248	2,218	1.4%	21,461	n/a	n/a

<b>Milwaukee Patron Holds Placed Through CountyCat</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	38,765	35,787	8.3%	362,414	354,412	2.3%

<b>Paging Slips</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	12,017	11,052	8.7%	110,014	98,887	11.3%
Atkinson	568	539	5.4%	5,852	5,824	0.5%
Bay View	2,755	2,418	13.9%	25,416	24,576	3.4%
Capitol	2,265	2,133	6.2%	20,749	20,729	0.1%
Center Street	940	805	16.8%	8,143	8,237	-1.1%
East	1,140	2,200	-48.2%	14,367	22,810	-37.0%
Forest Home	776	809	-4.1%	7,013	7,415	-5.4%
Martin Luther King	642	580	10.7%	6,094	6,406	-4.9%
Mill Road	1,136	701	62.1%	8,820	9,357	-5.7%
Tippecanoe	1,369	1,247	9.8%	12,702	12,557	1.2%
Villard Square	704	740	-4.9%	6,482	6,745	-3.9%
Washington Park	924	881	4.9%	8,603	8,947	-3.8%
Zablocki	2,059	1,747	17.9%	18,060	17,727	1.9%
YCOS--Outreach	326	363	-10.2%	2,639	3,254	-18.9%
<b>TOTAL</b>	<b>27,621</b>	<b>26,215</b>	<b>5.4%</b>	<b>254,954</b>	<b>253,471</b>	<b>0.6%</b>