



MILWAUKEE

PUBLIC LIBRARY

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

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

Tuesday January 27, 2015

4:30 p.m.

Central Library

Meeting Room 1

814 W. Wisconsin Avenue

Milwaukee, WI 53233

AGENDA

PUBLIC COMMENT

Attachment A, page 3

RESOURCES / RECOMMENDATIONS / RESEARCH

1. **OverDrive E-Books.** Fiction Librarian Jacki Potratz will demonstrate the use of OverDrive for downloading e-books using smart phones & iPads.

CONSENT AGENDA

Attachment B, page 4

2. **Regular Board Meeting Minutes November 25, 2014.**
3. **Special Board Meeting Minutes December 16, 2014.**
4. **Committee Reports.**
 - a. Executive Committee Meeting Minutes December 10, 2014
 - b. Finance & Personnel Committee Meeting Minutes January 7, 2015
5. **Administrative Reports.**
 - a. Personnel Actions
 - b. Financial Report
 - c. Library Director's Reports
 - d. MPL Accomplishments - 2014

REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the December 1, 2014 and January 12, 2015 MCFLS Board meetings.
7. **Building and Development Committee.** Chair Bria will provide a report from the January 8, 2014 Building and Development Committee regarding the Tippecanoe renovation design, the replacement of the Forest Home Branch and the Mill Road Branch Development.
Attachment C, page 63
8. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels will report on the fundraising efforts to-date.

OLD BUSINESS

9. **Wisconsin Library System Changes.** Director Kiely will update the Board on the Council on Library and Network Development (COLAND) proposed system changes.
Attachment D, page 66

NEW BUSINESS

10. **Strategic Plan.** Director Kiely will update the Board on the next steps for the implementation of the Strategic Plan “MPL 2020 Our Plan for the Future.”

STRATEGIC DISCUSSION

11. **Community Engagement.** The Board will discuss community engagement as it relates to the Branch Redevelopment Campaign and in developing and supporting programs and services.

REMINDER: Next scheduled meetings are:

February 2, 2015 – Library Services & Programs Meeting – Central Library 5:30 p.m.

March 5, 2015 – Building & Development – Central Library 8:00 a.m.

March 24, 2015– Regular Meeting – Central Library 4:30 p.m.

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 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.

From: Greg Bird [REDACTED]
Sent: Tuesday, November 25, 2014 1:45 PM
To: tdaykin@journalsentinel.com
Cc: MKE J/S; Mayor Tom Barrett; Zielinski, Tony; Sura, Crystal
Subject: library site under-utilization

City-owned library sites should be developed based on land-leases so as to maximize income to city for offsetting taxes, unlike the missed best-opportunity of the East Branch site. That means lease fee, royalties on rents, taller buildings, foreclosure if developer/operator defaults or changes, etc.

Like parks' parcels, library parcels should be treated as legacies to be leveraged for the long haul, as would any business would with prime development sites.

GFBird, Milwaukee

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday November 25, 2014
Central Library Meeting Room 1
814 W. Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Michele Bria, Denise Callaway, Ald. Milele Coggs, John Gurda,
Ald. Nik Kovac, Sup. Theo Lipscomb, Dir. Mark Sain, Paula Kiely

EXCUSED: Sharon Cook, Ashanti Hamilton, Chris Layden, Joan Prince, Mark Sain

STAFF: Rachel Arndt, Ryan Daniels, Consuelo Hernandez, Joan Johnson, Dawn Lauber,
Sam McGovern-Rowen, Mary Milinkovich, Judy Pinger, Taj Schoening,
Crystal Sura, Brooke VandeBerg

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget Division
Bruce Gay, Milwaukee County Federated Library System

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on November 25, 2014. A quorum was attained at 5:00 p.m. Trustee Bria left at 5:30 p.m. at which time the quorum was lost. All action items were voted on with a quorum present. Items were taken out of order; however, these minutes are presented in numerical sequence.

PUBLIC COMMENT None

APPROVAL OF MINUTES Trustee Lipscomb moved and Trustee Bria seconded a motion to approve the October 28, 2014 minutes. Motion passed.

COMMITTEE REPORTS

1. **Services and Programs Committee.** Vice-chair Callaway referred to the November 3, 2014 Services and Programs Committee minutes, attachment B, page 29 of the agenda. Trustee Callaway summarized the discussion of the five items: the revised Public Use of Meeting Rooms and Conference Rooms policy; using the patron database to create a marketing mailing list and also a fundraising mailing list; the progress of the library card campaign; and, the revised policy outlining the lending of library art. Trustee Callaway moved approval of the action items as recommended by the Committee. Trustee Bria seconded the motion. Motion passed.
-

OLD BUSINESS

2. **Budget Update.** Referring to the Year 2015 Adopted Budget Overview, attachment C, page 40 of the agenda, Director Kiely explained that there were no changes to the library's proposed budget.. She said that the level of funding allows the public service hours remain the same as in 2014. The capital funding provides for the building repairs and renovation and replacement of the branch initiatives. The overall budget increased from by 2.7% from 2014 to 2015. Additionally, there was a budget amendment sponsored by Aldermen Kovac,

2. **Budget Update.** (continued)

Murphy and Bauman that added \$25,000 to the Milwaukee Arts Board budget for the purpose of municipal public art, specifically to help fund public art in the next new library facility. The funding will appear as a revenue source in the library's capital budget when the building of the next new library begins. Informational item.

NEW BUSINESS

3. **Trustees 2015 Meeting Schedule.** The proposed schedule for 2015 MPL Board of Trustees meetings was presented for approval, attachment D, page 41 of the agenda. Trustee Lipscomb moved and Trustee Bria seconded a motion to approve. Motion passed.

President Gurda distributed a document titled, MPL Library Board of Trustees Job Description 2014, and encouraged the Board to read through it. The Job Description is attached at the end of these minutes.

4. **Villard Square Branch.** Director Kiely stated that youth sign-in will be implemented at the Villard Square Branch. The sign-in procedure, currently in effect at Atkinson, Center Street, Washington Park and Mill Road has made a positive impact on student's behavior in the library, reducing the number of security incidents. Security guards request that youth, unaccompanied by an adult, show a form of identification and sign-in upon entering the library. Informational item.

5. **Wisconsin Library System Changes.** Director Kiely distributed a document titled Changes Recommended by the Council on Library and Network Development (COLAND), Potential Impact on Library Systems and MPL, November 25, 2014. She reminded the Board that during the last State budget, there was an amendment added to the Governor's budget that would have authorized the Department of Administration to study the size and number of library systems in Wisconsin. She explained that public libraries throughout Wisconsin receive funding from the State through their library systems. In turn, library systems are responsible for providing mandated services such as consulting services and delivery. There are seventeen library systems in the State, each governed by their own Board. The amendment was vetoed; however, the Superintendent of Public Instruction authorized a study of library systems and COLAND was directed to take the lead in developing a strategic vision for library systems. A committee consisting of eight library directors developed recommendations that were based on a LEAN study completed by System and Resource Library Administrators' Association of Wisconsin (SRLAAW). The LEAN study identified potential savings by consolidating systems, increasing the use of technology, reducing duplications and inefficiencies, and increasing the sharing of services. MPL responded to the COLAND recommended changes by meeting with Assistant State Superintendent of the Division for Libraries and Technologies, Mr. Kurt Kiefer, along with Ms. Jennifer Gonda from the City's Intergovernmental Relations Division. The recommendations, potential changes to systems and the impact on MPL listed on the document were reviewed. There is a concern that changes to the Resource Library requirement will jeopardize the compensation the library receives for its services. Discussion ensued. Director Kiely stated that most of the recommendations are broad, and

5. **Wisconsin Library System Changes.** (continued)

at this time, the library is not aware that there is any specific plan for use of this study at the State level. Director Kiely will continue to gather information on the topic. President Gurda said the MPL Board is prepared to take any necessary action by corresponding with Mr. Tony Evers, Wisconsin Superintendent of Public Instruction. The recommended changes document is attached at the end of these minutes. Informational item.

6. **Vogel Archives.** President Gurda introduced Library Archivist Rachel Arndt who shared information regarding the new accession of the Vogel family archives. Ms. Arndt explained that she and Director Kiely met with Mr. Frederick Vogel III who was interested in placing his family archives at the Central Library. Mr. Vogel is one of the ancestors of the founder of the Pfister and Vogel Tannery, a thriving Milwaukee business in the 1800s. After a tour of the library and explanation of the archival process, the collection representing six generations of the Vogel family, was gifted to the library. Their ancestors include business men, industrialists, and philanthropists who were very involved in Milwaukee's culture and history. The family collection consists of correspondence, mementos, albums and scrapbooks. The library believes this collection will be of high-interest to many different users of the Humanities and Archives room. Informational item.
-

7. **MPL Foundation Update.** Executive Director Daniels reported that the Foundation has raised \$1.3 million dollars as of the end of October compared to \$841,000 last year. The Foundation has contributed \$511,000 to the library, year-to-date. The Ben Franklin Award fundraiser raised a net of \$534,000. The Foundation continues to cultivate relationships and implement strategies to keep library donor relationships strong. Since the success of the East Branch grand opening, the Foundation sent a follow-up email to those listed on their fundraising database stating that contributions to the East Branch continue to be accepted. Donor names will be recognized on the permanent wall mural. The Foundation also held an East Branch sneak peak donor event prior to the grand opening, with over 200 people in attendance. There will be a targeted year-end solicitation sent from the Foundation to reach out to donors who have not given this year, reminding them of multiple opportunities to support the good work of the library. Director Daniels also reported that the Foundation achieved 400 new donors this year. Informational item.
-

ADMINISTRATIVE REPORTS

8. **Personnel Actions.** The personnel activity for October was reviewed, as shown on attachment E, page 44 of the agenda. Informational item.
-

9. **Financial Report.** The financial report for October 2014 was presented as attachment F, page 45 of the agenda.

Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #266079938 (rated A1/P1) dated 10/06/14 and maturing 11/05/14 at a rate of 0.06%.....\$448,000.

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10. **Library Director's Reports.** The Director's report, attachment G, page 47 of the agenda was reviewed. Director Kiely highlighted the new East Branch grand opening on November 22, 2014. Mayor Barrett, Aldermen Kovac, Murphy and Witkowski, as well as President Gurda and Trustees Bria, Cook, Hamilton, Layden, and Lipscomb joined the celebration which was well attended by approximately 2000 community members. The patron visits, circulation, computer usage and computer, internet, and electronic statistics for October were reviewed. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of November 25, 2014 was adjourned at 6:15 p.m.

Milwaukee Public Library

Library Board of Trustees Job Description 2014

BOARD:

Twelve (12) members; 8 appointed by the Mayor including 3 aldermen; 1 appointed by the Common Council President; Designees of the School Board President, the School Superintendent, and the County Executive.

TERM:

Terms vary. Mayoral and Common Council President appointments are four (4) years with potential for reappointment. The other trustees serve at the pleasure of their appointing authority.

REGULAR MEETINGS:

Nine times per year (recesses in February, August, December)
Fourth Tuesday of each month
4:30PM in the First Floor Meeting Room at the Central
Library (Rotated to other branch libraries throughout the year.)
Average length of meetings – 2 hours

COMMITTEES:

Trustees on average serve on two (2) of the five (5) standing committees, including:

- o Finance and Personnel
- o Building and Development
- o Services and Programs
- o Strategy
- o Executive

SPECIAL MEETINGS:

Special meetings may be called at the direction of the president, or called at the written request of five (5) members, for the transaction of business as stated in the call for the meeting. Except in cases of emergency, at least 48 hours notice shall be given. In no case may less than two hours notice be given.

The issues and decisions involved in the administration of the modern public library are varied and complex. Trusteeship is not only an honorary position; it is a working relationship with the community, library staff, fellow trustees, and the appointing authority.

Trustees must devote time and express a high level of interest to fulfill their duties. Commitment is the primary qualification for those who serve on the Board.

Effective boards of trustees consist of informed, dedicated citizens who represent a cross-section of the city of Milwaukee. There is a direct correlation between the quality of library service a community is provided and the knowledge, capability and enthusiasm of its board members.

MAJOR DUTIES/ RESPONSIBILITIES:

Wisconsin State Statutes, Chapter 43.58 defines the Powers and duties of the library board as follows:

- (1) The library board shall have exclusive control of the expenditure of all moneys collected, donated or appropriated for the library fund, and of the purchase of a site and the erection of the library building whenever authorized. The library board also shall have exclusive charge, control and custody of all lands, buildings, money or other property devised, bequeathed, given or granted to, or otherwise acquired or leased by, the municipality for library purposes.

In practice, Library Trustees:

1. Work with the Library Director, an appointee and cabinet member of the Mayor.
2. Work with the Director to develop long and short-term goals and a vision for the Library to provide efficient, effective, service to the citizens of Milwaukee.
3. Oversee budgets prepared by the Library Director and included in the Mayor's Budget. Assist in seeking adequate support by presentation of the Library's budgetary fiscal needs to the supporting agencies.
4. Monitor the annual expenditure of funds of the Library.
5. Represent the Library before the Mayor, City Council, and others.
6. Cooperate with the Library Director in determining and adopting written policies to govern the operation and program of the Library including personnel policies and policies governing the selection of library materials, supplies, and equipment.
7. Maintain communication with the appointing authority for their position, notifying them of ongoing progress, special conditions or situations of note regarding the Library.

8. Attend Library Board of Trustee and assigned committee meetings.
9. Serve as an officer of the Board, if so elected.
10. Report to and cooperate with other public officials, boards, and the community as a means to support public relations for the library.
11. Follow all state codes pertaining to public library systems in Wisconsin and the governance of public libraries by a board of trustees
12. Work within the parameters set forth in the By-Laws of the Milwaukee Public Library.

SPECIAL SKILLS/ EXPERTISE/ INTERESTS:

Effective trustees are citizens who have the following characteristics:

1. Readiness to devote time and effort to learning about the Milwaukee Public Library in addition to carrying out the duties, responsibilities and authority of trusteeship.
2. Recognition of the importance of the Library as a center of information, culture, recreation, and lifelong learning to the citizens of Milwaukee.
3. Willingness to become knowledgeable in areas of librarianship that include standards, trends, and new developments.
4. Rapport with the community, including a concerned awareness of diverse social and economic conditions, needs, and interests of all segments of the public in Milwaukee.
5. An open mind, intellectual curiosity, respect for the opinions of others and the ability to work cooperatively with other individuals as well as other agencies within Milwaukee.
6. Verbal and written communication skills, the ability to relate to the public to represent citizens on the Library Board of Trustees.
7. The ability to represent the Milwaukee Library to the citizens of Milwaukee, as well as, the Mayor and Common Council of Milwaukee.
8. Willingness to participate with local, state, and national leaders to improve library service to all citizens.

REQUIREMENTS OF THE POSITION:

1. Must reside in Milwaukee, WI¹
2. Must be able to read contracts, understand budgets and read reports
3. Must be able to consistently attend Library Board of Trustee and assigned committee meetings on a regular basis
4. Must be able to be contacted by telephone or email either at home or work by the Library Director or her representative

ENCLOSURES:

1. Milwaukee Public Library Mission and Vision and Core Values
2. Milwaukee Public Library By-Laws

ⁱ Exception: The designee of the County Executive must be a member of the County Board and may live in a municipality other than Milwaukee, but within Milwaukee County.

Changes Recommended by the Council on Library and Network Development (COLAND)

Potential Impact on Library Systems and MPL

November 25, 2014

Statutory Powers and Duties of Library System Boards (43.58)

- MCFLS is an agency of Milwaukee County per 43.19 (2)
- Separate legal entity solely for the purposes of having the exclusive custody and control of all system funds, making contracts and providing benefits to its employees...
- ...shall have the powers of a public library board under s.43.58 with respect to system-wide functions and services.

Recommendation	Change to Systems	Impact on MPL
<u>Centralize Consulting Services</u> \$2.2 million 22.7 FTE	Library Systems are currently responsible for providing consulting services to their members. Recommendation: DPI to retain and control all monies currently spent by Systems on consulting and instead assumes authority for identifying and funding consultants. (e.g. strategic planning, administration, P.R., fundraising, etc.)	Minimal impact. MPL independently identifies and contracts with consultants who meet our needs.
<u>Move to the Cloud</u> \$3.3 million 25.10 FTE	Systems provide technology services to members and determine the methods to best meet their needs. Recommendation: DPI to retain and control monies currently spent by Systems on data storage and instead contracts with vendors for Cloud storage of Statewide data. (email, calendars, web hosting)	Some potential negative impact. MPL will continue to host our own web. Email/calendars services are provided by the city. If patron data is held by the State, access to patron data may be impeded.

Recommendation	Change to Systems	Impact on MPL
<p><u>One State, One ILS</u> Data not provided</p>	<p>Integrated Library Systems (ILS) are the critical software systems that run cataloging, acquisitions, and circulation functions. Systems and their members currently determine which system best meets their needs.</p> <p>Recommendation: All funds for ILS services would be retained and controlled by DPI, and one ILS would be selected for use by all Wisconsin public libraries.</p>	<p>Potential negative impact.</p> <p>Likely to limit local decision making to meet the needs of our community.</p> <p>May increase the level of cross system borrowing.</p>
<p><u>Resource Libraries – restate value proposition</u> \$556,000</p>	<p>Library Systems are required to contract with a Resource Library and compensate that library for its services.</p> <p>Recommendation: Unclear what the change will be.</p>	<p>Potential negative impact; or, an opportunity.</p> <p>Potential financial loss of approximately \$187,000 (current contract with MCFLS)</p> <p>Renew efforts to lobby for formal recognition of Central Library as the State Resource Library.</p>
<p><u>Improve delivery services</u> \$4.2 million</p>	<p>Library Systems are currently mandated to provide delivery services to member libraries.</p> <p>Recommendation: DPI to retain and control all monies currently used by Systems for delivery. Redesigns delivery system.</p>	<p>Impact may be minimal.</p> <p>Currently delivery system provided by MCFLS is excellent. Any change should meet or exceed the current standard.</p>
<p><u>Coordinate Electronic Resources</u> Data not provided</p>	<p>Library Systems may support and coordinate e-resource purchases for their members.</p> <p>Recommendation: DPI to retain and control monies currently spent by Systems on e-resources and instead will negotiate purchases at a State level for all Wisconsin public libraries. Similar to BadgerLink (funded directly by the State), but increases its budget by taking control of system funds.</p>	<p>Impact could be both positive and negative.</p> <p>Could make additional databases available, but will give systems less opportunity to help local libraries purchase databases and other resources to meet the needs of local residents.</p> <p>MPL will continue to make its own purchases.</p>

Recommendation	Change to Systems	Impact on MPL
<p><u>Centralize Continuing Education</u> \$580,000 6.5 FTE</p>	<p>Library Systems are currently responsible for providing continuing education opportunities for their members.</p> <p>Recommendation: DPI retains and controls all training funds previously used by Systems. DPI offers training on a statewide or regional basis and distributes money on a grants basis</p>	<p>Impact may be felt more by other member libraries.</p> <p>Training offered by the DPI may be more generic and not meet local needs.</p> <p>MPL will continue to offer training for its own employees and will take advantage of system, regional, or state training when appropriate.</p>
<p><u>Eliminate Statutory Requirement for 13% funding</u></p>	<p>The Superintendent of the Department of Public Instruction is currently required to request State Aide for Public Library Systems at a level equal to 13% of local public library funding.</p> <p>Recommendation: Would eliminate that requirement and permit the Superintendent to request any amount of funding.</p>	<p>Could have a positive or negative impact.</p> <p>Current State Aide is approximately 7% of local funding levels. Smaller, more realistic increases may be more successful.</p> <p>Reduction or elimination of the 13% requirement could lead to even lower levels of funding.</p>



CITY OF
MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
SPECIAL MEETING

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

Tuesday December 16, 2014 - 4:30 p.m.
Central Library Meeting Room 1
814 West Wisconsin Avenue
Milwaukee, WI 53233

AGENDA

PUBLIC COMMENT

COMMITTEE REPORT

1. **Building & Development Committee.** The Committee will report on the December 2, 2014 meeting and make a recommendation regarding the proposals for the Forest Home Branch Development. The Committee will also report on the December 9, 2014 meeting and make a recommendation regarding the proposals for the Mill Road Branch Development.

The Library Board of Trustees may vote to convene in closed session, pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." The Board may then vote to reconvene in open session.

Attachment A, page 2

REMINDER: Next scheduled meetings are:

- January 7, 2015 – Finance & Personnel Committee – Central Library 4:00 p.m.
- January 8, 2015 – Building & Development Committee – Central Library 8:00 a.m.
- January 27, 2015 – Regular Board Meeting – Central Library 4:30 p.m.

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 at the Library Director's Office at (414) 286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library 53233 Attn: Accommodation Request.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

November 21, 2014

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, John Gurda, Ald. Nik Kovac, Chris
Layden, Sup. Theo Lipscomb, Dir. Mark Sain *All trustees are welcome to attend*

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
December 2, 2014, Tuesday, 5:30 p.m.-7:30 p.m.
Forest Home Branch
1432 W. Forest Home Avenue

MEETING NOTICE AND AGENDA

1. **Presentations of the Proposals for the Forest Home Branch Development Project.**
The two firms will appear before the Building and Development Committee, Gorman & Company, Inc., and Cardinal Capital/Journey House, to present their proposals for a new development to replace the current Forest Home Branch.
2. **Deliberations of the Presentations for the Forest Home Branch Development Project.** The Committee will adjourn into closed session.

The Library Board of Trustees may vote to convene in closed session, pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of deliberations related to the Forest Home Branch development Request for Proposal.

The Library Board may reconvene in open session at the conclusion of its closed session to announce their recommendation which will be forwarded to the Milwaukee Public Library Board of Trustees for affirmation at the December 16, 2014 meeting.

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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.

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ATTACHMENT B-P. 13 of 59
3.Special Minutes 12/16/14

P. 16

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
BUILDING & DEVELOPMENT COMMITTEE
MINUTES
Tuesday December 2, 2014
Forest Home Branch
1432 West Forest Home Avenue**

PRESENT: John Gurda, Chris Layden, Sup.Theo Lipscomb, Dir. Mark Sain, Paula Kiely

EXCUSED: Michele Bria, Sharon Cook, Ald. Nik Kovac

OTHERS 12th District Milwaukee Alderman José Pérez

PRESENT: Milwaukee County Supervisor Peggy West
Ted Matkom, Gorman & Company, Inc.
Gene Manzanet, John Miceli & Erich Schwenker, Cardinal Capital/Journey House
Sam McGovern-Rowen, MPL
Crystal Sura, MPL

President Gurda temporarily appointed himself and Trustee Layden to the Committee to ensure a quorum. Committee Vice-Chair Mark Sain called the MPL Board of Trustees Building & Development Committee meeting to order at 5:40 p.m. on December 2, 2014 with a quorum present. Trustee Layden joined the meeting at 5:55 p.m.

Proposals for the Forest Home Branch Development Project were due November 18, 2014. Two developers were invited to present their conceptual developments to the Board's Building and Development Committee. Members received the two proposals to review prior to the meeting. The proposals and a public survey were available online at www.mpl.org.

Library Construction Project Manager Sam McGovern-Rowen explained each developer had thirty minutes for their presentations followed by a twenty minute question and answer period. Community members will be given an opportunity to write their questions on cards for the Committee to ask the developer.

1. Presentations of the Proposals for the Forest Home Branch Development Project. Presentations on the development of the Forest Home Branch were heard from the following firms: Gorman & Company Inc., represented by Ted Matkom; and, Cardinal Capital/Journey House, represented by Gene Manzanet, John Miceli & Erich Schwenker. Both presentations were for mixed-use facilities located within .8 miles of the current Forest Home Branch site. The library space would be approximately 16,000 square feet. Total overall budgets and construction timelines were discussed. Informational item.

2. Deliberations of the Presentations for the Forest Home Branch Development Project. Following the presentations, Chair Sain stated the Committee's intent to convene in closed session pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of deliberations related to the Forest Home Branch development Request for Proposal. Trustee Gurda moved and Trustee Lipscomb seconded a motion that the Committee go into closed session. Roll was called and unanimously passed. The Committee, along with Director Kiely and Mr. McGovern-Rowen, convened to the library's meeting room. After deliberations, the Committee reconvened in open session within the library. Chair Sain reported that the Committee did not make a decision on selecting a proposal and will be seeking additional information. No action was taken.

The meeting of the Board's Building & Development Committee was December 2, 2014.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

December 5, 2014

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, John Gurda, Ald. Nik Kovac, Chris
Layden, Sup. Theo Lipscomb, Dir. Mark Sain *All trustees are welcome to attend*

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
December 9, 2014, Tuesday, 5:30 p.m.-8:30 p.m.
Mill Road Branch
6431 N. 76th Street

MEETING NOTICE AND AGENDA *REVISED

1. **Presentations of the Proposals for the Mill Road Branch Development Project.** The three firms will appear before the Building and Development Committee, Gorman & Company, Inc., Housing Authority of Milwaukee, and Maures Development/Engberg Anderson Inc./Common Bond, to present their proposals for a new development to replace the current Mill Road Branch.
- *2. **Deliberations of the Presentations for the Mill Road and Forest Home Branch Development Projects.** The Committee will adjourn into closed session.

The Library Board of Trustees may vote to convene in closed session, pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of deliberations related to the Mill Road Branch and Forest Home development Requests for Proposal.

The Library Board may reconvene in open session at the conclusion of its closed session to announce their recommendation which will be forwarded to the Milwaukee Public Library Board of Trustees for affirmation at the December 16, 2014 meeting.

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. For more information, contact the Library Director's Office at (414) 286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Lib WI 53233 Attn: Accommodation Request.

ATTACHMENT B-P. 15 of 59
3.Special Minutes 12/16/14

P. 18

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
BUILDING & DEVELOPMENT COMMITTEE
MINUTES
Tuesday December 9, 2014
Mill Road Branch
6431 North 76th Street**

PRESENT: Michele Bria, Sharon Cook, John Gurda, Chris Layden, Sup.Theo Lipscomb,
Dir. Mark Sain, Paula Kiely

EXCUSED: Ald. Nik Kovac

OTHERS 5th District Milwaukee Alderman James Bowl
PRESENT: 9th District Milwaukee Alderman Robert Puente
Melissa Goins, Maures Development
Mark Ernst, Engberg Anderson
Ted Matkom, Gorman & Company, Inc.
Renee Pasciak, Northwest Side Community Development Corporation
Dan Grego, TransCenter for Youth
Warren Jones, Housing Authority of the City of Milwaukee
Dan Beyer, Continuum Architects
Sam McGovern-Rowen, MPL
Panola Hall, MPL

President Gurda temporarily appointed himself and Trustee Layden to the Building and Development Committee to ensure a quorum. Committee Chair Michele Bria called the MPL Board of Trustees Committee meeting to order at 5:40 p.m. on December 9, 2014 with a quorum present. Due to a conflict of interest, Vice-President Bria recused herself from the discussion. Trustee Sain assumed the Chair.

Proposals for the Mill Road Branch Development Project were due November 18, 2014. Three developers were invited to present their conceptual developments to the Board's Building and Development Committee. Members received the three proposals to review prior to the meeting. A public survey was posted on November 11, 2014 and the proposals were available for viewing on November 20, 2014 at www.mpl.org.

Library Construction Project Manager Sam McGovern-Rowen explained that each developer had twenty minutes for their presentations followed by a twenty minute question and answer period. Community members will be given an opportunity to write their questions and comments on cards for the Committee to consider and ask the developer. The Committee will vote to convene in closed session for deliberation. They may reconvene in open session with a recommendation which will be forwarded to the full Board of Trustees at their December 16, 2014 Special meeting.

-
1. Presentations of the Proposals for the Mill Road Branch Development Project. Presentations on the development of the Mill Road Branch were heard from the following firms: Maures Development/Common Bond/Engberg Anderson represented by Melissa Goins and Mark Ernst ; Gorman & Company Inc./Northwest Side Community Development Corporation/VJS Construction Services represented by Ted Matkom and Renee Pasciak, with

1. Presentations of the Proposals for the Mill Road Branch Development Project. (continued)
Dan Grego from the TransCenter for Youth ; and, City of Milwaukee Housing Authority represented by Warren Jones with Dan Beyer from Continuum Architects. Two options presented were for mixed-use facilities located on a city-owned lot near the current Mill Road Branch site. The library space ranged from 15,000-17,000 square feet. The third option presented, also mixed-use, proposed a 15,500 square foot library on the current Mill Road Branch site. Total overall budgets and construction timelines were discussed. Informational item.
-

2. Deliberations of the Presentations for the Mill Road and Forest Home Branch Development Projects. Following the presentations, Chair Sain stated the Committee's intent to convene in closed session pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of deliberations related to the Mill Road Branch and Forest Home Branch development Request for Proposal. Trustee Gurda moved and Trustee Cook seconded a motion that the Committee go into closed session. Roll was called and unanimously passed. Director Kiely and Mr. McGovern-Rowen remained during closed session. After deliberations, the Committee reconvened in open session. Chair Sain reported that the Committee deliberated in closed session on the development presentations for the Mill Road and Forest Home branches. He entertained a motion regarding the Mill Road project. Trustee Lipscomb moved that the Committee recommend to the full Board that the contract for the development of the Mill Road library be awarded to the developer team of Maures Development Group, Common Bond and Engberg Anderson. Trustee Cook seconded the motion. With no further discussion the motion passed unanimously.

The recommended proposal calls for moving the library to a city-owned site located at 7717 W. Good Hope Road. The proposed mixed-use building would include a 15,000 square foot library or larger, 46 units of affordable housing, on-site parking for residents and library users, potential commercial space and an outdoor green space along a highly visible and accessible commercial corridor.

Trustee Sain entertained a motion regarding the Forest Home project. The Committee heard two development proposals at their meeting on December 2, 2014. Trustee Lipscomb moved and Trustee Gurda seconded a motion to recommend to the Board that the library not proceed with either of the current Forest Home proposals but continue to move expeditiously towards a replacement of the Forest Home Library. With no further discussion the motion passed unanimously.

The meeting of the Board's Building & Development Committee was adjourned at 10:30 p.m. on December 9, 2014.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
SPECIAL MEETING
MINUTES
Tuesday December 16, 2014
Central Library Meeting Room 1
814 W. Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Michele Bria, Denise Callaway, Ald. Milele Coggs, Sharon Cook, John Gurda,
Ald. Nik Kovac, Chris Layden, Sup. Theo Lipscomb, Dir. Mark Sain, Paula Kiely

EXCUSED: Ald. Ashanti Hamilton, Joan Prince

President Gurda called the special meeting of the Milwaukee Public Library Board of Trustees to order at 4:45 p.m. on December 16, 2014 with a quorum present. Trustee Callaway arrived at 6:00 p.m.

PUBLIC COMMENT None

COMMITTEE REPORTS

1. **Building & Development Committee.** President Gurda announced that the Trustees are convened to discuss the replacement of Forest Home and Mill Road libraries and asked Trustee Sain to report on the Building and Development Committee meetings. Due to a conflict of interest, Vice-President Bria recused herself from the discussion. Trustee Sain said the Committee met on December 2, 2014 at the Forest Home Branch to hear two presentations regarding the Forest Home Branch Development Project. Each proposal offered unique opportunities as well as challenges. The site on Cesar Chavez (Cardinal Capital/Journey House) had strong community support and the potential for a strong partnership with Journey House. It included new construction, a 16,500 square foot library, a coffee shop and affordable housing. The complex funding for this project could take a year to put together. The site on Mitchell Street (Gorman & Company, Inc.) is in a well-maintained historic building. The building has room for a 16,000 square foot library. The cost of the project is within the library's budget and could proceed quickly. After deliberations in closed session on December 2, 2014, the Building and Development Committee reported that they did not make a decision on selecting a proposal and would be seeking additional information. President Gurda called on representatives from both potential Forest Home Library development teams to address the Board and confirm that they have received partner support for their proposals. Mr. Gene Manzanet representing the Cardinal Capital/Journey House project on the Cesar Chavez site stated that the proposed Cesar Chavez Branch with Journey House Lofts is part of an overall project that has been developing for eight years. He provided a letter of support from their accounting consultant recognizing both Low Income Housing Tax Credits (LIHTC) and New Market Tax Credits (NMTC) as financing mechanisms that are a viable solution to the financial structure of the proposed project. A letter from their legal counsel stating their opinion that the financing structure proposed is fundamentally sound and an appropriate means for achieving the goals of the Forest Home Library Redevelopment, was also presented. He confirmed that their partner, the Zilber Family Foundation, will fill in any gaps in funding. Milwaukee County Housing has expressed great interest in providing

1. **Building & Development Committee.** (continued)

assistance to make this project a reality. A capital campaign will not be necessary. The Cesar E. Chavez Drive Business Improvement District also supports the project.

Mr. Ted Matkom representing Gorman & Company, Inc. on the Mitchell Street site stated that they are committed to a market rate apartment project on the top floors of the Hills building and have received a letter of support from the Hispanic Chamber of Commerce. The developer has a secure funding strategy and will pursue Historic Tax Credits for the entire project. Since the initial proposal, Gorman has partnered with the seller who will contribute the land in the partnership.

Mr. Jorge Franco, stated that the Hispanic Chamber of Commerce has partnered with Gorman and he expressed his eagerness to see this project come to fruition for the community.

Trustee Sain reported that the Committee met again on December 9, 2014 and continued closed session deliberations on the Forest Home project. The Committee reconvened in open session and voted to recommend to the full Board that the library not proceed with either of the current Forest Home proposals at this time, but to work expeditiously toward developing a new Forest Home library. Further, staff was directed to meet with each development team to discuss areas of concern.

Library Construction Project Manager Sam McGovern-Rowen stated that follow-up meetings with Director Kiely and the development teams took place on December 12, 2014. He briefly summarized the discussions that included budget revisions and design details. The two sites are distinct, however an analysis done by library staff, showed similar density of population, demographic makeup, number of schools and transit access.

Trustee Sain continued his report stating that on December 9, 2014 the Committee also heard three proposals for the development of the Mill Road Library. The Housing Authority of the City of Milwaukee (HACM) and the City of Milwaukee Health Department proposed a campus-type project on the current library site. The plan included the a 15,500 square foot library, health services, two affordable housing buildings, an outdoor reading garden, open-air theater and a skating rink. White box cost was estimated at 2.3 million dollars. The other two proposals moved the library to 7717 W. Good Hope Road. Gorman & Company Inc./Northwest Side Community Development Corporation (NWSCDC) proposed a library/school partnership with TransCenter for Youth. The library would be 17,000 square feet with the second floor used for a Milwaukee Public School partnership school. White box cost estimated at 1.6 million dollars. Maures Development/Engberg Anderson presented a plan to develop a 15,000 square foot library with a small 2,500 square foot retail space and affordable housing. White box cost estimated not to exceed 1.5 million dollars. After discussing in closed session, the Committee voted to recommend to the full Board the Maures Development/Engberg Anderson project.

Mr. McGovern-Rowen stated that since the December 9, 2014 Committee meeting, Mill Road Library area aldermen expressed concerns about the project that could lead to a delay. He added that he discussed the potential delay of the project with the proposed development team, to allow for community input.

President Gurda entertained a motion to convene in closed session pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business. Trustee Lipscomb moved and Trustee Cook seconded a motion that the Committee go into closed session. Roll was called and unanimously passed. The Committee reconvened in open session. Trustee Lipscomb moved and Trustee Cook seconded a motion that the Board of Trustees of the Milwaukee Public Library select Gorman & Company/ Mitchell Investment

1. **Building & Development Committee.** (continued)

Properties/VJS Construction to redevelop the Forest Home Library at the Hills Building, located at 930 W. Mitchell Street. Trustee Lipscomb added that this course of action is being taken for the following reasons: the project clearly defined the second use for the development with market rate housing, which is complimentary to a library and catalytic project for the area; the location is central to the service area, in a prominent business district and allows for parking when using the facility; the project can move expeditiously and be completed within a short time frame, the library and apartments can be developed simultaneously; and, the developer has a secure funding strategy and will pursue Historic Tax Credits for the entire project. Trustee Coggs opposed. Motion passed.

Trustee Kovac moved and Trustee Sain seconded a motion that the Board express interest in the proposed concept presented by Maures Development/Common Bond/Engberg Anderson development team for Mill Road Library at 7717 W. Good Hope Road and directed library staff to seek more input about the suggested second use through community meetings hosted by local aldermen, ensure that the city-owned parcel is viable for both a library and housing as a second use, review the results of a developer's market study and environmental study for the feasibility of both affordable housing and market rate housing on the site, review the 2008 Department of City Development Northwest Side Area Plan and meet with local aldermen and report to the Board on the findings. Motion passed.

With no further business, the Milwaukee Public Library Board of Trustees meeting of December 16, 2014 was adjourned at 6:18 p.m.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

December 3, 2014

To: Executive Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson John Gurda, Michele Bria, Ald. Ashanti Hamilton,
Sup. Theo Lipscomb (*all Trustees are welcome to attend*)

Fm: Paula A. Kiely
Library Director

Re: Executive Committee Meeting
Wednesday December 10, 2014
4:00-5:00 p.m.
Central Library, Meeting Room 1

MEETING NOTICE AND AGENDA

1. **2014-2015 Projects and Goals.** The committee will discuss the status of current projects and potential initiatives for 2015.
2. **2015 Board Meetings Topics.** The committee will discuss the new consent agenda format to be used with future Board meetings and will consider discussion topics for those meetings.

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

ATTACHMENT B-P. 21 of 59
4.a.Executive Minutes 12/10/14
P. 24

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
EXECUTIVE COMMITTEE
MINUTES
Wednesday December 10, 2014
Central Library
Meeting Room 1**

PRESENT: Michele Bria, John Gurda, Sup. Theo Lipscomb, Paula Kiely

EXCUSED: Ald. Ashanti Hamilton

Chair John Gurda called the meeting of the Board's Executive Committee to order at 4:05 p.m. on Wednesday December 10, 2014 with a quorum present.

1. **2014-2015 Goals and Projects.** Director Kiely distributed the 2014 Projects December Report - Capital Improvements and Major Initiatives dated December 10, 2014. The Committee reviewed the report. Completed projects include: East Library development, the Express vending library, and the MPL Website redesign. The Tippecanoe renovation project and the branch building initiative for Forest Home and Mill Road are on track. The Grand opening for Tippecanoe is tentatively scheduled for the fall of 2015. A nearby site has been identified for the temporary library space during construction. Library operational improvements were summarized. Patron and staff will use an online meeting room scheduling system in 2015, which will improve access and efficiency. The report is attached at the end of these minutes.

Director Kiely distributed the 2015 Projects December Plan - Capital Improvements and Major Initiatives dated December 10, 2014. The Committee reviewed the plan. The capital improvement projects and initiatives along with goals and status of the project were reviewed. An Awareness Campaign, being funded by the MPL Foundation, will launch in the first half of 2015. The goal of the campaign is to increase awareness of the library and its services to target markets and increase the number of library card holders and library use. The plan is attached at the end of these minutes. Informational item.

2. **2015 Board Meetings Topics.** President Gurda reminded the Committee that the new consent agenda format will begin in 2015. Library Administration will present an education piece, demonstrating library services, and trustees will be encouraged to advocate library services to maximize partnerships. The agenda will also include a topic for strategic discussion. President Gurda referred to the organizational values listed on the MPL 2020 strategic plan. They are: creating a city of readers and lifelong learners, anchoring healthy and vibrant neighborhoods, and contributing to a strong Milwaukee. The Committee considered various topics such as literacy, public service hours and budget, the number of library card holders, and partnerships. Trustee Lipscomb noted that the library would benefit by collaborating with the elected officials who issue regular newsletters to their constituents. Trustee Bria said strategic discussion will bring creative ideas that can become action items on future agendas. The idea then continues advancing until it is completed, moves in another direction or gets tabled. Director Kiely and President Gurda will meet to decide the topic for the January 27, 2015 regular Board meeting. Informational item.
-

With no further business, the Milwaukee Public Library Board of Trustees Executive Committee meeting of December 10, 2014 was adjourned at 5:35 p.m.

2015 Projects
December Plan

December 10, 2014

Capital Improvements and Major Initiatives

Capital Improvements	Goal	Status	Upcoming/Notes
Express Vending	Track and evaluate use of 24/7 outdoor vending system at Westlawn Gardens to determine potential for replication at other sites.		Library opened October 2, 2014
Mill Road Redevelopment	Work with selected developer on agreement, pending tax credit awards and design buildout of library with architect to be selected.		Maures Development proposal selected
Forest Home Redevelopment	Work with community and board to determine best location and partners for a new branch library.		Process to be completed by fall 2015
Tippecanoe Renovation	Plan, design, and complete construction renovation of library to improve access, appeal and workflow	On Track	Engberg Anderson selected as Architect Design work nearing completion; construction drawings underway Grand opening tentatively scheduled for June Fall 2015.
Community Digital Inclusion	Expand access to and effective use of digital resources within Milwaukee in partnership with the Mayor's Office, the Department of Administration, Information Technology Management Division of the City and Journey House	Delayed	Planning for Mayoral summit in progress <ul style="list-style-type: none"> Seeking keynote and date Met with community leaders for guidance Public Survey Completed <ul style="list-style-type: none"> Results to be published

**2015 Projects
December Plan**

December 10, 2014

Capital Improvements	Goal	Status	Upcoming/Notes
			National Edge Survey completed May 1, 2014
Tippecanoe Renovation	Plan, design, and complete construction renovation of library to improve access, appeal and workflow	On Track	Engberg Anderson selected as Architect Design work nearing completion; construction drawings underway Grand opening tentatively scheduled for June Fall 2015.
Awareness Campaign	Create and execute a campaign to increase awareness of the library and its services to target markets, increasing the number of library card holders and use of the library.		Campaign advisory group under recruitment Campaign to launch in first half of 2015 Library Foundation engaged in fundraising for campaign

Improvement Initiatives

Improvement Initiative	Goal	Status	Upcoming/Notes
Staff Performance Evaluation System Revision	Create new evaluation tools to establish and measure performance standards	Delayed	Coordinating with City efforts <ul style="list-style-type: none"> • Research underway on best practices, standards. • Consultation with Singer Group, Paula M. Singer, PhD. – Performance Management Model and Process • Joined City's/DER's E-Performance Committee

**2015 Projects
December Plan**

December 10, 2014

Improvement Initiative	Goal	Status	Upcoming/Notes
Collection Standardization	Standardize collection arrangement, display, and location codes throughout system to make it easier for the public to find things (especially children) and to facilitate "floating" collections to make them more readily available	On Hold	Pilot at Tippecanoe Completed Work to continue at remaining 4 libraries in 2014 Vacancy in lead position
Volunteers	Increase capacity through the development of an active volunteer initiative, with a ROI in the first year of \$300,000	On Target	Volunteer Coordinator hired Staff submitting volunteer requests Volunteers being recruited and deployed
Develop Spanish Speaking Staff	Staff libraries with staff that have the language skills needed to serve Spanish-speaking customers.	On Target	Met with Michele Bria and Journey House staff to discuss challenge; partnership ideas developed New staff hired with Spanish skills Spanish-speaking staff deployed to the Forest Home branch

2014 Projects December Report

December 10, 2014

Capital Improvements and Major Initiatives

Capital Improvements	Goal	Status	Upcoming/Notes
East Library Development (Phase II)	Open library on time and within budget, with design that is flexible, supports new service model, literacy & lifelong learning, new technologies, community and staff engagement, and reduces operating costs	Completed	Library opened November 22, 2014
Express Vending	Increase access to library materials through use of 24/7 outdoor library materials vending system at Westlawn Gardens.	Completed	Library opened October 2, 2014
Branch Building Initiative	Replace 4 branch libraries within new mixed-use developments	On Track	Project Manager hired in June RFI and RFP processes undertaken for Forest Home and Mill Road branch redevelopments Building and Development Committee to recommend proposal for Mill Road.
Tippecanoe Renovation	Plan, design, and complete construction renovation of library to improve access, appeal and workflow	On Track	Engberg Anderson selected as Architect Design work nearing completion; construction drawings underway Grand opening tentatively scheduled for June Fall 2015.
Community Digital Inclusion	Expand access to and effective use of digital resources within Milwaukee in partnership with the Mayor's Office, the Department of Administration, Information	Delayed	Planning for Mayoral summit in progress <ul style="list-style-type: none"> Seeking keynote and date Met with community leaders for guidance Public Survey Completed

2014 Projects December Report

December 10, 2014

Capital Improvements	Goal	Status	Upcoming/Notes
	Technology Management Division of the City and Journey House		<ul style="list-style-type: none"> Results to be published National Edge Survey completed May 1, 2014
Redesign Website	Make discovering and using key library information intuitive and pleasant for the public user: surprisingly useful	Completed	Site Launched Content addition ongoing
Tippecanoe Renovation	Plan, design, and complete construction renovation of library to improve access, appeal and workflow	On Track	Engberg Anderson selected as Architect Design work nearing completion; construction drawings underway Grand opening tentatively scheduled for June Fall 2015.

Improvement Initiatives

Improvement Initiative	Goal	Status	Upcoming/Notes
Staff Performance Evaluation System Revision	Create new evaluation tools to establish and measure performance standards	Delayed	Coordinating with City efforts <ul style="list-style-type: none"> Research underway on best practices, standards. Consultation with Singer Group, Paula M. Singer, PhD. – Performance Management Model and Process Joined City's/DER's E-Performance Committee
Room Reserve software and related	Utilize Evance Software to create an electronic system-wide meeting room scheduling system	Completed	System in operation as of December

2014 Projects December Report

December 10, 2014

Improvement Initiative	Goal	Status	Upcoming/Notes
procedures	to improve practices, increase efficiency, and decrease staff time.		
Collection Standardization	Standardize collection arrangement, display, and location codes throughout system to make it easier for the public to find things (especially children) and to facilitate "floating" collections to make them more readily available	On Hold	Pilot at Tippecanoe Completed Work to continue at remaining 4 libraries in 2014 Vacancy in lead position
Volunteers	Increase capacity through the development of an active volunteer initiative, with a ROI in the first year of \$300,000	On Target	Volunteer Coordinator hired Staff submitting volunteer requests Volunteers being recruited and deployed
Develop Spanish Speaking Staff	Staff libraries with staff that have the language skills needed to serve Spanish-speaking customers.	On Target	Met with Michele Bria and Journey House staff to discuss challenge; partnership ideas developed New staff hired with Spanish skills Spanish-speaking staff deployed to the Forest Home branch



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

December 19, 2014

To: Finance & Personnel Committee of the
Milwaukee Public Library Board of Trustees:
Chairman Sup. Theo Lipscomb, Denise Callaway, Milele Coggs, Joan Prince,
Mark Sain *all trustees are welcome to attend*
MPL: Joan Johnson, Bill Lenski, Taj Schoening

Fm: Paula A. Kiely, Library Director

Re: Finance & Personnel Committee Meeting
Wednesday January 7, 2015, 4:00 p.m.-4:30 p.m.
Central Library Meeting Room 1, 814 W. Wisconsin Avenue

MEETING NOTICE AND AGENDA

1. **Quarterly Review of Fund Investments.** The committee will review the JP Morgan Investment Management Solutions – Global Multi-Asset Group report on the performance of the MPL Trust Fund investments.
2. **Future Management of the MPL Trust Fund.** The committee will be briefed on the progress of the joint Request For Proposal, with the MPL Foundation, for an investment firm to manage the MPL Trust Fund and the MPL Foundation Quasi Endowment Fund.
3. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.** Library Business Operations Manager Taj Schoening will report on internal accounting management. Attachment A, page 2
4. **2014 Spending Report.** Reports on the 2014 use of unrestricted trust funds for staff training, programming, marketing and contingency will be provided.

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.

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ATTACHMENT B-P. 29 of 59
4.b.Finance & Personnel Minutes
01/07/15

P. 32



MEMORANDUM

Date: December 19, 2014

To: Paula A. Kiely, Library Director

From: Taj Schoening, Library Business Operations Manager

Re: Internal Controls – Fourth Quarter 2014

I have confirmed that in the fourth quarter of 2014 Library staff followed Trust Fund internal control procedures. I am pleased to report that there were no issues with the operations of the Library Gift and Trust Fund during this period.

The Account Clerk received all checks and prepared cash receipts for each one. I reviewed and retained a copy of each cash receipt.

The Accounting Manager prepared checks and Fund Payment Requests for signature based on the Board's Check Signature Policy.

The Deputy Director received the October and November monthly bank statements and reviewed canceled checks. I prepared the monthly bank reconciliations for this period and the Accounting Manager posted all transactions to QuickBooks.

MPL Trust and Gift Funds
Balance Sheet
 As of November 30, 2014

	Nov 30, 14
ASSETS	
Current Assets	
Checking/Savings	
Cert. of Deposit/Comm. Paper	430,000.00
Checking - US Bank	35,615.77
Common Stock	818.00
JPMorgan Investment Management	3,555,237.78
Total Checking/Savings	4,021,671.55
Total Current Assets	4,021,671.55
TOTAL ASSETS	4,021,671.55
LIABILITIES & EQUITY	
Equity	
Assigned - Gift	
Architectural Archives	7,638.25
AT&T/Microsoft	10,559.13
Bookfellows of Milwaukee	5,340.26
Children's Programming	-388.05
General Library Development	70,280.65
Great Lakes Marine	15,716.90
Interlibrary Loan	192.86
Little Memorial, Clara	1,159.41
Milwaukee Photo Collection	15,216.33
Railroad Drawings	8,033.01
Staff Training	-145.83
Young Adult Programming	-500.00
Total Assigned - Gift	133,102.92
Restricted - Trust/Gift	
Goldstein	3,395.15
Hunkel	61,826.53
Strehlow	118,046.65
Talking Book & Braille Library	288,441.39
Total Restricted - Trust/Gift	471,709.72
Unassigned - Trust Fund	2,283,141.64
Net Income	1,133,717.27
Total Equity	4,021,671.55
TOTAL LIABILITIES & EQUITY	4,021,671.55

10:14 AM
12/15/14
Accrual Basis

MPLTrust and Gift Funds
Revenues and Expenditures - Total All Funds
January through November 2014

	Jan - Nov 14
Ordinary Income/Expense	
Income	
Bequests	8,602.40
Facilities Rental	11,875.00
Gifts	47,192.26
Investment Income	
Gains and Losses	139,415.48
Interest and Dividends	33,646.75
Total Investment Income	173,062.23
Other Income	1,019,369.86
Sale of Materials	5,374.14
User Fees	380.00
Total Income	1,265,855.89
Expense	
Equipment Purchases	594.38
Events	10,595.00
Honorarium	11,970.00
Library Materials	893.86
Memberships	2,117.50
Mileage	4,274.66
Miscellaneous Expenses	1,972.86
Outside Services	49,199.80
Photo Reproductions	1,224.13
Professional Fees	14,304.85
Sales Tax	-107.52
Supplies	28,450.68
Training	6,648.42
Total Expense	132,138.62
Net Ordinary Income	1,133,717.27
Other Income/Expense	
Other Income	
Transfer In	1,001,994.80
Total Other Income	1,001,994.80
Other Expense	
Transfer Out	1,001,994.80
Total Other Expense	1,001,994.80
Net Other Income	0.00
Net Income	1,133,717.27

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
FINANCE & PERSONNEL COMMITTEE
MINUTES**

**Wednesday January 7, 2015
Central Library Meeting Room 1
814 W. Wisconsin Avenue**

PRESENT: Denise Callaway, Sup. Theo Lipscomb, Dir. Mark Sain, Paula Kiely

EXCUSED: Ald. Milele Coggs, Joan Prince

STAFF

PRESENT: Bill Lenski, Taj Schoening, Crystal Sura

Chair Theo Lipscomb, called the meeting of the Board of Trustees Finance & Personnel Committee to order at 4:35 p.m. on Wednesday January 7, 2015 with a quorum present. Trustee Callaway participated by phone.

1. **Quarterly Review of Fund Investments.** The Finance and Personnel Committee received the Milwaukee Public Library J.P. Morgan Statement of Assets Summary, as of November 30, 2014, a Summary Prospectus dated November 1, 2014, and a Flash Report, prior to the meeting. Financial Secretary Lipscomb noted the increase in the MPL Trust Fund due to the terms of the agreement of the long-term loan of the Bookworm painting to the Grohmann Museum. The committee briefly reviewed and accepted the reports.

2. **Future Management of the MPL Trust Fund.** Director Kiely distributed the Draft Schedule for Trust Fund Advisor Contract document, attached at the end of these minutes. Library Business Operations Manager Taj Schoening summarized the schedule. The Request For Proposal responses will be due in March and the expected contract approval date in June. The MPL Board and the Foundation Board will go through the RFP process together. Two members from their respective Finance and Personnel Committee's will comprise a sub-committee to review submissions and select firms to review. Consideration will be given to whether or not there is any savings if both the Boards choose the same firm to manage their accounts. MPL has an added requirement that the firm be a municipal advisor. The MPL Finance and Personnel Committee will interview and select the new MPL Trust Fund investment management firm to recommend to the full MPL Board of Trustees. Trustee Lipscomb expressed his interest in serving on the sub-committee and asked Trustees Callaway and Sain if they would serve or make a recommendation. After a brief discussion, it was decided that Trustee Lipscomb will ask Trustee Prince to serve and if she declines, Trustee Layden will be asked. Trustee Sain moved approval of the schedule. Trustee Callaway seconded. Motion passed.

3. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.** Library Business Operations Manager Taj Schoening referred to the Internal Controls – Fourth Quarter 2014 memo, attachment A, page 2 of the agenda. She noted that due to the early timing of the January Finance and Personnel Committee meeting, the report reflects internal control review through November. All monthly bank statements were reviewed by Deputy Director Johnson. Reconciliations were prepared and approved monthly by Ms. Schoening and reported to be in order. The MPL Trust and Gift Funds Balance Sheet as of November 30, 2014 and the MPL Trust and Gift Funds Revenues and Expenditures January through November 2014 were reviewed. Informational item.

4. **2014 Spending Report.** Director Kiely distributed the 2014 Milwaukee Public Library Trust Fund Expenditures document. She explained that, annually, library administration requests approval to spend money out of the Trust Fund to support materials, programming, marketing, contingency and training. This report details the spending of the funds that were approved by the Board in October of 2013. Any balance remains in the Trust. The report is attached at the end of these minutes. Informational item.

The meeting of the Library Board's Finance & Personnel Committee was adjourned at 4:55 p.m. on Wednesday January 7, 2015.

Draft Schedule for Trust Fund Advisor Contract

January 1 to 30, 2015	Prepare RFI Identify companies Send RFI Out
March 13, 2015	Responses Due
March 16 to 31, 2015	Combined Committee Review and Rank Responses
April 15, 2015	Send Notification to Final Companies for Interviews
April 29 to May 18, 2015	Combined Committee Conduct Interviews Prepare Recommendation for Award
May 26, 2015	MPL Board Review Recommendation and Approve Contract
June 1 to June 26, 2015	Negotiate and Sign Contract
June 29, 2015	Move Funds

Suggested Sub-committee Membership:

2 Trustees (from F&P Committee)
2 Foundation Board Members (from F&P Committee)
1 Business Manager
1 Library Director

Sub-committee will:

Review RFI
Review submissions and select firms to interview

Joint F&P Committees will:

Interview and select new investment firm

Staff will:

Manage process
Distribute information
Schedule meetings
Negotiate contract

2014 MILWAUKEE PUBLIC LIBRARY TRUST FUND EXPENDITURES

ADULT PROGRAMMING EXPENDITURES

	Beginning balance:	\$	4,000.00
Programming Incidentals			762.50
Ballet Folklorico - Central			500.00
Family Game Night - Washington Park			101.25
To Be! Shakespeare Here & Now			600.00
Grow Your Own Groceries - Bay View & Villard Square			400.00
(3) Canvas Chairs - Outreach			142.35
	Total:	\$	2,506.10
	Remaining balance:	\$	1,493.90

YOUNG ADULT PROGRAMMING EXPENDITURES

	Beginning balance:	\$	6,500.00
Programming Incidentals			762.50
General Programming			535.44
Teen After Hours Night			706.84
Teen Summer Reading			1,559.00
Teen Advisory Board Meetings and Programs			2,362.28
	Total:	\$	5,926.06
	Remaining balance:	\$	573.94

CHILDRENS PROGRAMMING EXPENDITURES

	Beginning balance:	\$	13,000.00
Programming Incidentals			925.00
Saturdays at Central Family Programs			1,180.89
Summer Reading Program			1,482.79
Dr. Seuss and Harvest Fest			821.12
After School and Evening Programs			3,231.59
Tween Programming			389.35
Play and Learn at Washington Park			2,055.43
Early Literacy and Play Groups			1,266.78
Black History and Hispanic Heritage Celebrations			534.86
	Total:	\$	11,887.81
	Remaining balance:	\$	1,112.19

MARKETING TRUST FUND EXPENDITURES

	Beginning balance:	\$	11,000.00
Browser Mascot Appearances/Costume Upkeep			612.00
Miscellaneous Supplies			78.98
Metro Parent Ads			882.00
WUWM/Shepherd Express Ads			1,460.00
Postcards - Mill Road Proposals			771.75
OnMilwaukee.com Ads			3,000.00
Photography			2,725.00
Green Sheet Event			560.00
FUEL Event			290.00
MPL Express Grand Opening			211.80
Summer Reading Program			1,120.00
	Total:	\$	11,711.53
	Remaining balance:	\$	(711.53)

CONTINGENT FUND EXPENDITURES

	Beginning balance:		1,000.00
MLK Breakfast			350.00
(2) Copies - The Library: A World History			95.46
Strategic Plan Connections Challenge			421.34
Westown Court of Honor Project			1,000.00
Library Director - Reimbursement for Misc. Expenses			75.59
Deputy Library Director - Reimbursement for Misc. Expenses			137.48
	Total:	\$	2,079.87
	Remaining balance:	\$	(1,079.87)

TRAINING & MEMBERSHIPS TRUST FUND EXPENDITURES

	Beginning balance:	\$	7,500.00
Interlibrary Travel			1,318.38
Job Fair Registration			50.00
Membership Dues			
Kiely, P. Library Director - Professional Dimensions			360.00
Kiely, P. Library Director - Rotary Club of Milwaukee			1,257.50
Westown Association			500.00
MPL Staff - PLA Conference			2,140.22
WTBBL Staff Training			1,030.95
	Total:	\$	6,657.05
	Remaining balance:	\$	842.95
	Grand Total Allocated:	\$	43,000.00
	Remaining Balance:	\$	2,231.58

The Milwaukee Public Library Foundation provided substantial funding for Dr. Seuss, Harvest Fest and Summer Reading activities.

MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: NOVEMBER 9, 2014 THROUGH JANUARY 3, 2015

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Julian Salas - Library Circulation Assistant I - Circulation 11/10/14
Lonnie Brunson III - Custodial Worker II - CL - Facilities and Fleet 12/15/14

EXTENSION OF TEMPORARY APPOINTMENT / PROMOTION

David Sikora - Librarian V - YCOS and Library Branch Manager - Zablocki 12/28/14
Laura Patino - Librarian II (Librarian in Charge) - Forest Home 12/28/14

TEMPORARY APPOINTMENT

Joy Kilimann - Librarian III - Extension Services 11/17/14
Kathi Gardner - Library Circulation Assistant I - Extension Services 11/20/14
Nancy Torphy - Librarian III - Extension Services 11/26/14

EXPIRATION OF TEMPORARY APPOINTMENT

Acklen Banks - Librarian III - Extension Services 10/31/14
Nancy Torphy - Librarian III - Extension Services 11/09/14
Kathi Gardner - Library Circulation Assistant I - Extension Services 11/21/14
Joy Kilimann - Librarian III - Extension Services 12/02/14
Nancy Torphy - Librarian III - Extension Services 12/06/14

EXPIRATION OF TEMPORARY APPOINTMENT / RESTORE TITLE

Nicholas Newgord - Library Reference Assistant (Temporary) - Forest Home 12/07/14
To: Library Circulation Assistant I - Forest Home

REINSTATEMENT

Ryan Blalock - Library Circulation Aide - Atkinson 11/10/14

PROMOTION

Nicholas Newgord - Library Circulation Assistant I - Forest Home 12/07/14
To: Library Reference Assistant - Forest Home

TRANSFER

Jeffrey York - Custodial Worker II - CL - Bay View to Facilities & Fleet 10/26/14
Robert Eigner - Custodial Worker II - CL - Facilities & Fleet to Zablocki 11/09/14
Michael Koller - Custodial Worker II - CL - Facilities & Fleet to Bay View 11/09/14
Christina Kulp - Library Reference Assistant - Subject Services to East 11/09/14
Sarah Leipold - Library Circulation Assistant I - Circulation to East 11/09/14
Alison McElvery - Library Circulation Assistant I - Bay View to East 11/09/14
John Salfer - Custodial Worker II - CL - Zablocki to East 11/09/14
Emily Stueven - Librarian I - CLCR to East 11/09/14
Austin Patrick - Library Circulation Aide - Circulation to East 11/23/14

TRANSFER / PROMOTION TO ANOTHER CITY DEPARTMENT

Richard Thomas - Custodial Worker III - Facilities and Fleet 12/06/14
To: Building Maintenance Mechanic I - Milwaukee Police Department

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Belinda Morris - Library Circulation Assistant I - Circulation - TBD 11/25/14
Jonathan Osmer - Library Technology Specialist - Technical Services - 36.4 hours 12/08/14
Ashley Emmons - Audio Machine Technician - WTBBL - 37.3 hours 12/29/14

RETURN FROM LEAVE OF ABSENCE

Belinda Morris - Library Circulation Assistant I - Circulation 11/24/14

RESIGNATION

Elizabeth Lowrey - Librarian II - Washington Park 11/30/14
Vania Jurkiewicz - Library Circulation Aide - Zablocki 12/14/14
Bridget Murphy - Library Technology Specialist - Technical Services / Automation 12/17/14
Benjamin Hurley - Custodial Worker II - CL - Facilities & Fleet 12/26/14
Jane Hauptert - Library Branch Manager (1/2) - Martin Luther King 01/03/15

RETIREMENT

Barbara Sobczak - Librarian II - Subject Services / Arts & Media 12/03/14
MPL Service Credit: 18 years 1 month 19 days

Sandra Byrnes - Librarian V - Subj Services / Business Tech, Science and Periodicals 01/03/15
MPL Service Credit: 34 years 6 months and 5 days

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
November 30, 2014

2014

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$20,792,441	\$18,430,518	88.6%
Fines	\$350,000	\$270,232	77.2%
Lost Materials, etc.	\$129,800	\$98,309	75.7%
MCFLS Contracts	\$713,000	\$539,645	75.7%
Total City Appropriation	\$21,985,241	\$19,338,704	88.0%

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,736,357	\$10,825,533	92.2%
Fringe Benefits	\$5,516,088	\$4,908,060	89.0%

Operating Expenses

<i>General Office Expense</i>	\$171,158	\$90,875	53.1%
<i>Tools & Machinery Parts</i>	\$26,100	\$28,519	109.3%
<i>Construction Supplies</i>	\$40,900	\$24,228	59.2%
<i>Energy</i>	\$743,658	\$605,656	81.4%
<i>Other Operating Supplies</i>	\$262,246	\$175,721	67.0%
<i>Vehicle Rental</i>	\$8,300	\$7,050	84.9%
<i>Non-Vehicle Equipment Rental</i>	\$31,800	\$25,054	78.8%
<i>Professional Services</i>	\$59,000	\$70,952	120.3%
<i>Information Technology Services</i>	\$295,000	\$231,123	78.3%
<i>Property Services</i>	\$971,862	\$720,936	74.2%
<i>Infrastructure Services</i>	\$26,000	\$21,570	83.0%
<i>Vehicle Repair Services</i>	\$500	\$2,686	537.2%
<i>Other Operating Services</i>	\$137,212	\$121,781	88.8%
<i>Reimburse Other Departments</i>	\$76,900	\$26,670	34.7%
Total	\$2,850,636	\$2,152,821	75.5%

Equipment

<i>Library Materials</i>	\$1,566,653	\$1,332,580	85.1%
<i>Computers, etc.</i>	\$256,110	\$86,896	33.9%
<i>Other</i>	\$59,397	\$32,814	55.2%
Total	\$1,882,160	\$1,452,290	77.2%
Total City Expenses	\$21,985,241	\$19,338,704	88.0%

2013

	Budget	Received to date	% Received
	\$20,578,637	\$18,245,273	88.7%
	\$350,000	\$286,942	82.0%
	\$136,300	\$95,420	70.0%
	\$791,100	\$540,517	68.3%
Total	\$21,856,037	\$19,168,152	87.7%

	Budget	Spent to date	% Spent
	\$11,857,467	\$10,616,235	89.5%
	\$5,601,547	\$5,063,298	90.4%

	\$164,850	\$75,169	45.6%
	\$26,100	\$28,204	108.1%
	\$40,900	\$25,700	62.8%
	\$713,185	\$585,293	82.1%
	\$321,860	\$249,357	77.5%
	\$8,300	\$4,766	57.4%
	\$31,300	\$24,774	79.2%
	\$81,487	\$88,652	108.8%
	\$201,000	\$228,538	113.7%
	\$809,769	\$528,757	65.3%
	\$26,000	\$21,680	83.4%
	\$500	\$226	45.2%
	\$125,500	\$112,817	89.9%
	\$76,900	\$9,421	12.3%
Total	\$2,627,651	\$1,983,354	75.5%

	\$1,543,864	\$1,353,227	87.7%
	\$200,500	\$137,015	68.3%
	\$25,008	\$15,023	60.1%
Total	\$1,769,372	\$1,505,265	85.1%
Total	\$21,856,037	\$19,168,152	87.7%

MILWAUKEE PUBLIC LIBRARY
 FINANCIAL REPORT
 November 30, 2014

2014

ADDITIONAL FUNDING SOURCES

	Budget	Spent to date	% Spent
Other Dept. Appr.			
<i>Villard Square Lease</i>	\$13,182	\$13,182	100.0%

Contract Grants

<i>Teacher in the Library</i>	\$100,000	\$72,072	72.1%
<i>WTBBL</i>	\$968,700	\$382,130	39.4%
<i>ILS</i>	\$84,690	\$32,197	38.0%
Total	\$1,153,390	\$486,399	42.2%

Trust Fund

<i>Materials</i>	\$53,846	\$51,527	95.7%
<i>Programming</i>	\$23,500	\$18,351	78.1%
<i>Training</i>	\$7,500	\$6,190	82.5%
<i>Marketing</i>	\$11,000	\$10,940	99.5%
<i>Contingency</i>	\$1,000	\$658	65.8%
Total	\$96,846	\$87,666	90.5%

Foundation Funds

	Balance	Spent to date	% Spent
<i>Materials</i>	\$473,125	\$282,849	59.8%
<i>Programming</i>	\$455,182	\$317,721	69.8%
Total	\$928,307	\$600,570	64.7%

Investments

U.S. Bancorp Commercial Paper #338099802 (rated A1/P1) dated 11/05/14 and maturing 12/05/14 at a rate of 0.06%.....\$430,000.

2013

	Budget	Spent to date	% Spent
	\$13,182	\$13,182	0.0%

	\$200,228	\$161,105	80.5%
	\$968,700	\$377,444	39.0%
	\$84,690	\$30,258	35.7%
Total	\$1,253,618	\$568,807	45.4%

	\$56,150	\$56,148	100.0%
	\$21,500	\$16,704	77.7%
	\$7,368	\$5,401	73.3%
	\$11,000	\$9,286	84.4%
	\$1,500	\$664	44.3%
Total	\$97,518	\$88,203	90.4%

	Balance	Spent to date	% Spent
	\$427,654	\$278,743	65.2%
	\$300,576	\$215,818	71.8%
Total	\$728,230	\$494,561	67.9%

Director's Report November / December / January

After the quiet of the holidays, we started the New Year with a continued focus on the Branch Redevelopment campaign. Since the last regular Board meeting, the East Branch opened with record breaking attendance (see report below). Finishing touches will be completed in the coming months, including signage. We met with East public artist Ray Chi to review his revised plans for completing his outdoor public art piece. A private reception was held for the family of Barbara Stein to honor her sister Joan Krikelas, for which the fireplace was donated. The other branch projects also continued. We met with Alderman Terry Witkowski to provide an update on the Tippecanoe Remodeling and landscaping project. And, we met with Aldermen Robert Puente and James Bohl about the Mill Road project.

My activities in the community included attending the annual genealogy luncheon with the Milwaukee Genealogical Society Board, the annual Wisconsin Historical Marine Society Christmas Tree Ship Dinner, the annual Dr. Martin Luther King Jr. Breakfast at which the Library hosted a table for Library trustees and city colleagues. I met with Magda Peck, Founding Dean of the UWM School of Public Health to discuss literacy and health issues. Milwaukee Public Library Foundation Executive Director Ryan Daniels and I met with a new Foundation Board Member, Marybeth Contrill and on another occasion, we met with representatives from the Milwaukee Tennis and Education Foundation about a potential collaboration.

Event

East Branch Grand Opening. On November 22, the new 16,000 square foot East Branch opened to an initial crowd of over 500 people. Most of them were able to enjoy the kick-off program held "under the tent" with remarks from Library Director Paula Kiely, Board of Trustees President John Gurda, Mayor Tom Barrett, Trustee Alderman Nik Kovac, Milwaukee Public Library Foundation Director Ryan Daniels and Ryan Schultz from HSI Properties. After the noon-time ribbon-cutting, a brief ceremony for the first items to be checked out was done by the Carini family, long-time East-side residents and avid library users. Throughout the day, approximately 2,000 people streamed through the doors of the new branch which was open from noon until 5:00 p.m. The programs were well attended throughout the day and included regular tours, children's mini-story times, and crafts led by staff and volunteers, plus live entertainment by Mad RED Kat. The staff was supported by 28 volunteers to help deliver programming throughout the day. Patrons shared their impressions with staff and mostly expressed tremendous appreciation and enthusiasm for the architecture, public art, children's area, community and conference rooms, laptop bar, comfortable reading and study areas, helpful staff, collections and a return to full service after 18 months at the temporary site and closures for transitioning. Patrons admired the public art pieces created by artists Ray Chi, Santiago Cucullu and kathryn e. martin, as well as the fireplace donated by Ms. Barbara Stein in honor of her sister Joan Krikelas.

Programs

The Bible from Scrolls to Scrolling. Marquette Professor Deirdre Dempsey presented a lecture on November 8 called “The Bible from Scrolls to Scrolling.” It was attended by 42 people. She told a fascinating story of how the Bible evolved from oral traditions, to being written down on animal parchment, then on paper, and how it is now digitally available in different forms. Many people had thoughtful questions. She featured several Bibles from the Rare Books collection which were out on display, as well as other interesting Bibles. This was the final program of the Krug educational series programming for 2014.

Mayor’s Entrepreneurial Week Presentations. Business Librarian Brett Rohlwing presented two workshops during the Mayors Entrepreneurial Week (November 9 to November 14). Nine people attended. The first program entitled “Patent Searching 101” explained the seven-step strategy for conducting a patent search for individuals looking to research their product ideas. The Milwaukee Public Library is a Patent and Trademark Resource Center through the United States Patent and Trademark Office. The second program called “Small Business Resources 101” demonstrated to attendees how to find the right information to help them start their own business.

Veteran’s Resource Series. The Center for Veteran’s Issues reprised their Veterans Resource Series at Central Library beginning December 2. The Center will assist veterans in learning about valuable resources for them and their families. The series will run Tuesdays, Thursdays, and Saturdays from 10 a.m. to 2 p.m. outside of the Media Room. This is a continuing series with no established end date.

Milwaukee Public School Buildings: Past, Present & Future. On December 8, Central Library hosted a panel discussion in the LOOS Room on Milwaukee Public School (MPS) buildings and their historical and potential uses. Sixteen attendees were highly engaged with the moderator Mr. Alan Borsuk from Marquette University and panelists Alderman Robert Bauman, Gina Spang from MPS and Stacy Swadish from Historic Milwaukee, as they shared their perspectives and knowledge on issues of building preservation and reuse and the role of schools in neighborhoods. A companion exhibit was on display from November 21 through December 19, in the second floor main hallway, outside of Humanities. This exhibit featured historical photos of MPS buildings as well as architectural plans. OnMilwaukee promoted the program.

American Library Association (ALA) International Games Day. The library participated in a successful ALA’s International Games Day on November 15. Central, Forest Home and Atkinson libraries each hosted drop-in programs from 1 to 4 p.m. Central Library partnered with local company Board Game Barristers for the event and the manager of their Bayshore location, assisted with facilitating the program. Games were donated by ALA and Games Universe, as well as staff members. Participants ranged in age from five year olds to retired individuals and feedback was very positive. A total of 35 patrons attended.

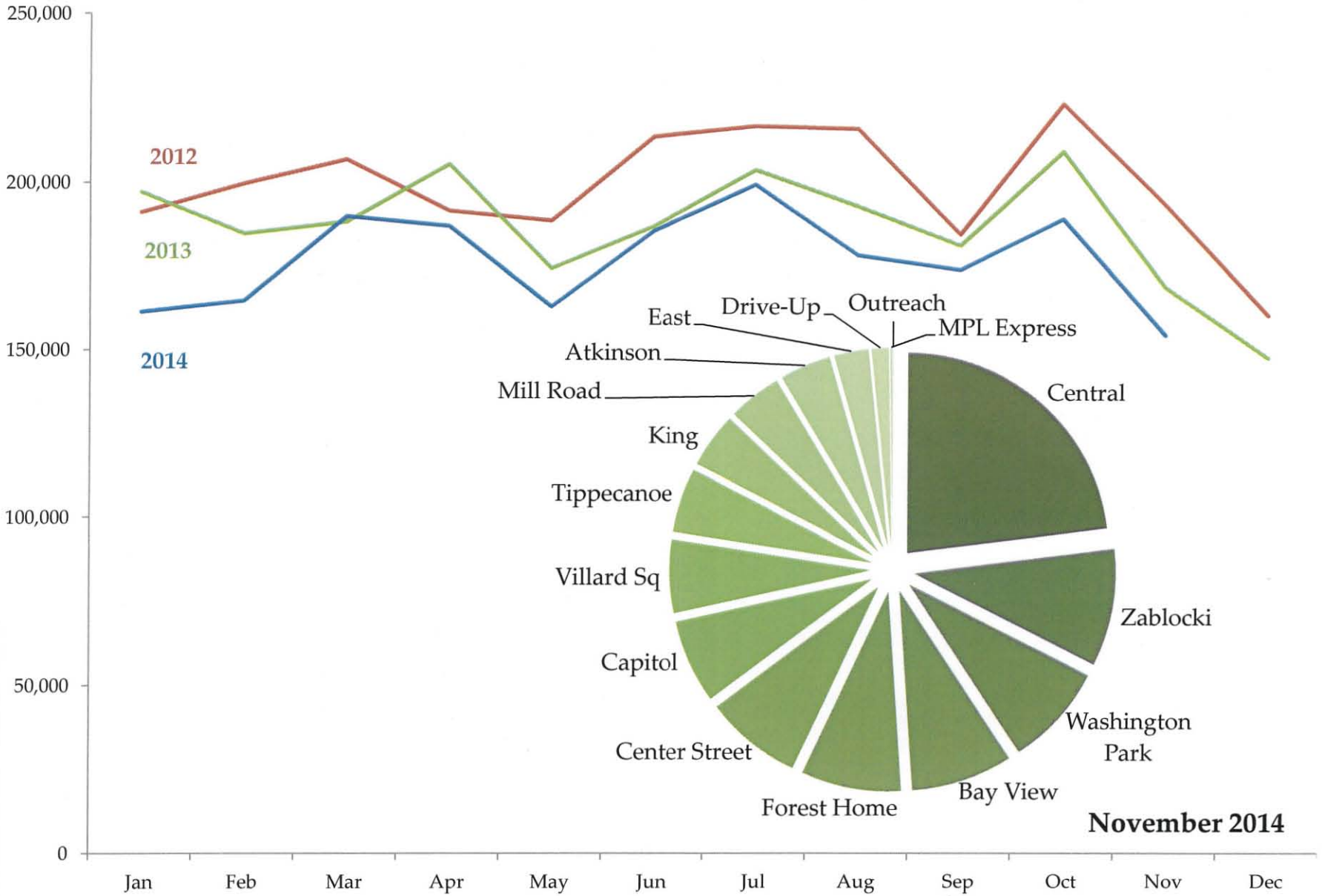
WISN Seasons to Celebrate Holiday Program. WISN-TV was at Central Library in mid-December to tape footage for their annual Seasons to Celebrate program. Central Library was a featured venue in the program this year. Mr. Mark Baden and Mr. Dan Needles were at Central, along with the tuba Santas, to film clues about the library as the “secret location” in their annual holiday program. Filming took place in the rotunda, at the grand staircase, in the Krug Rare Books Room and on the Green Roof. The program aired on Channel 12 on December 17, 14 and 31.

Outreach

UWM School of Information Science. On November 18, forty students and teachers from UWM's School of Information Science visited Tippecanoe Library to learn about the renovation process with Branch Manager Christopher Gawronski, Public Services Area Manager Dawn Lauber, and architect Bill Robison of Engberg Anderson.

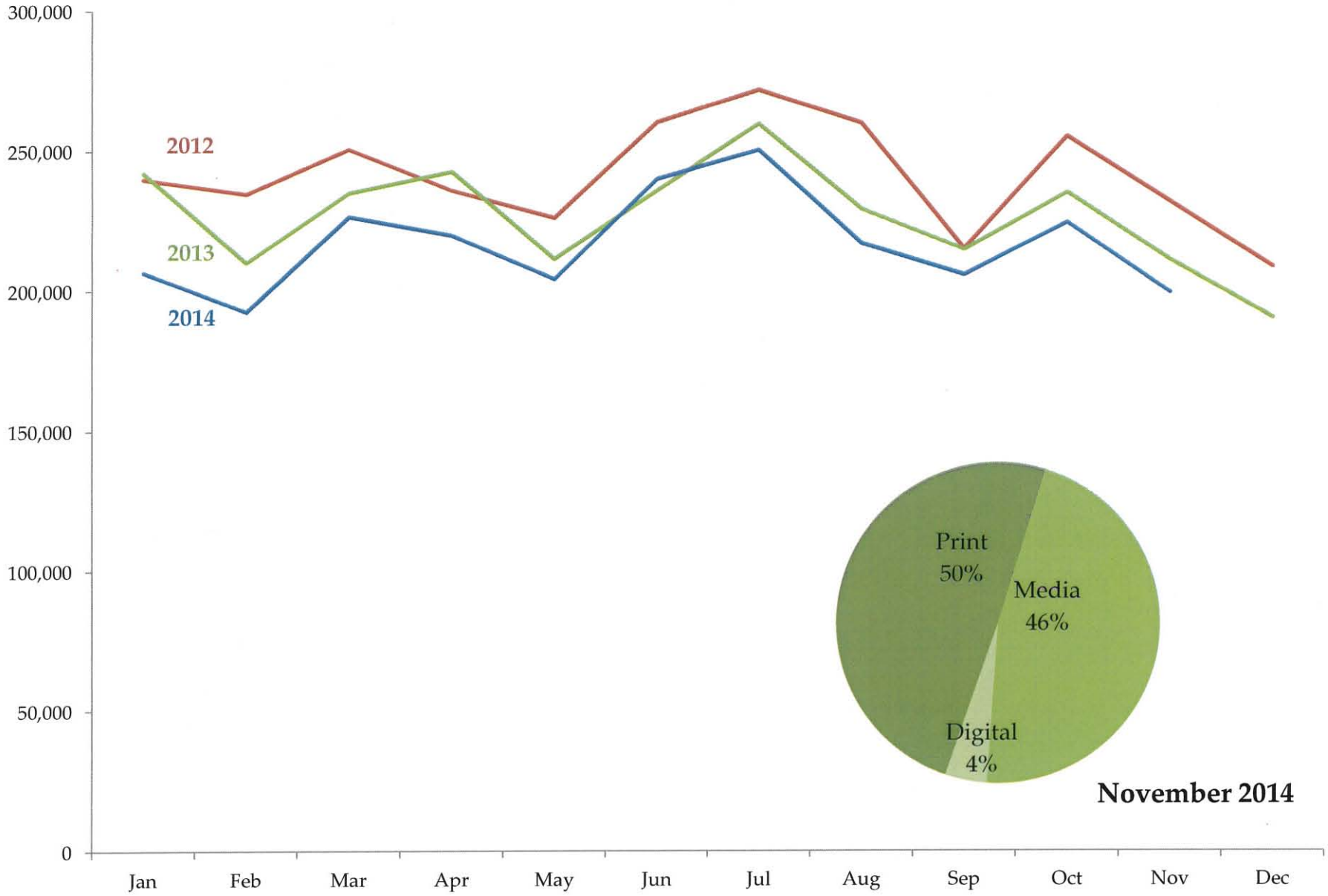
MPL @ ALA – Exhibit Booths. Librarians will gather at the Mid-winter American Library Association Conference in Chicago from January 30 through February 3, 2015. ALA Midwinter is a time for ALA Committees to meet and prepare for the Annual ALA conference. In addition, there are hundreds of exhibits, a cadre of speakers, and workshops and other events that cover key issues such as innovation and transformation, e-book lending and usability, digital content, community engagement, leadership, the impact and potential of new technologies, books and awards, copyright, outreach, privacy, services for makers, library advocacy, core values, career development, teaching and learning, and best practices on a range of library-related concerns. There's also a wide range of networking opportunities. For the first time, MPL is hosting a booth at the ALA exhibit area. Librarians will staff the booth, and showcase MPL and its many accomplishments with the goal of raising our visibility as an employer of choice.

Milwaukee Public Library Visits



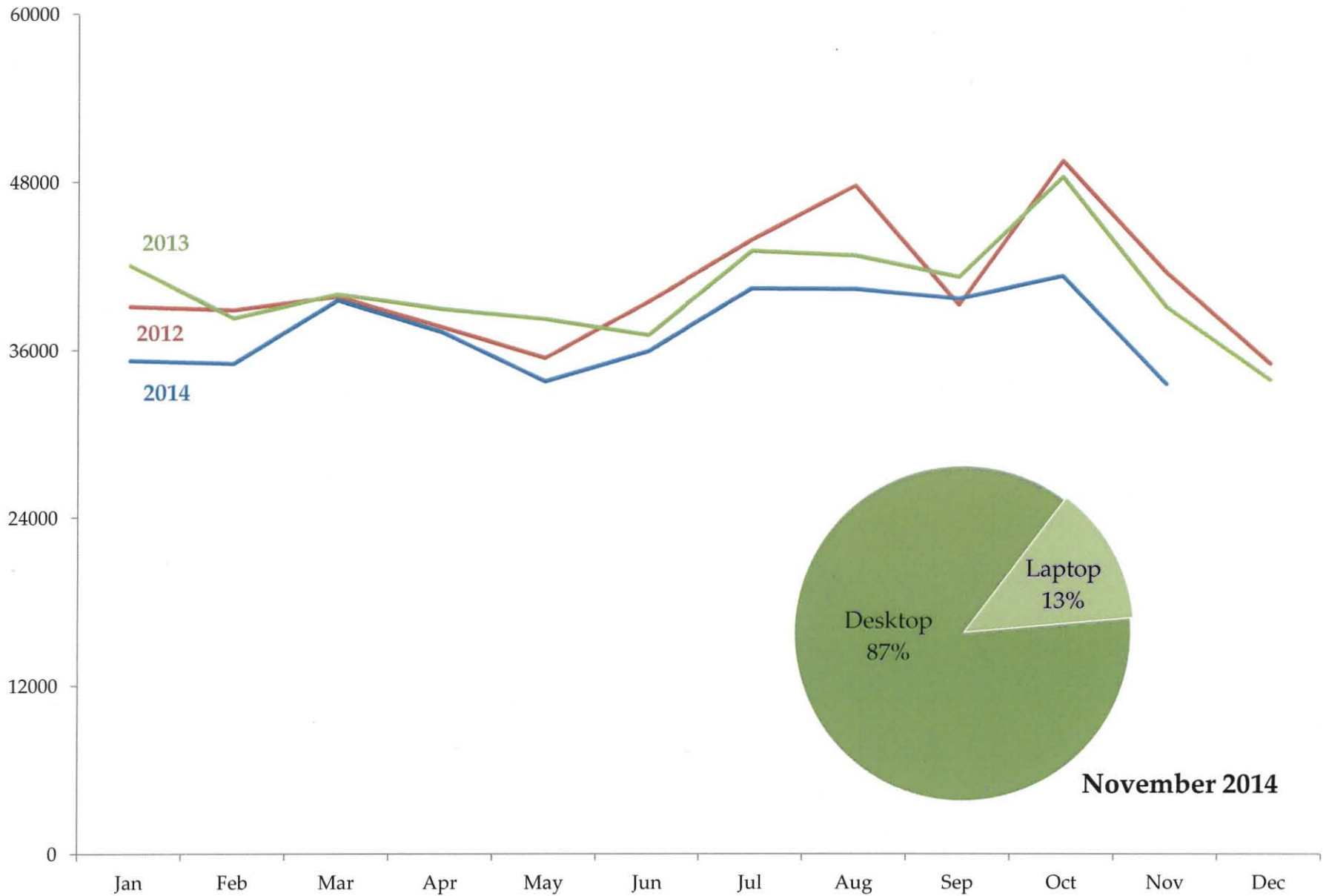
November 2014

Milwaukee Public Library Circulation

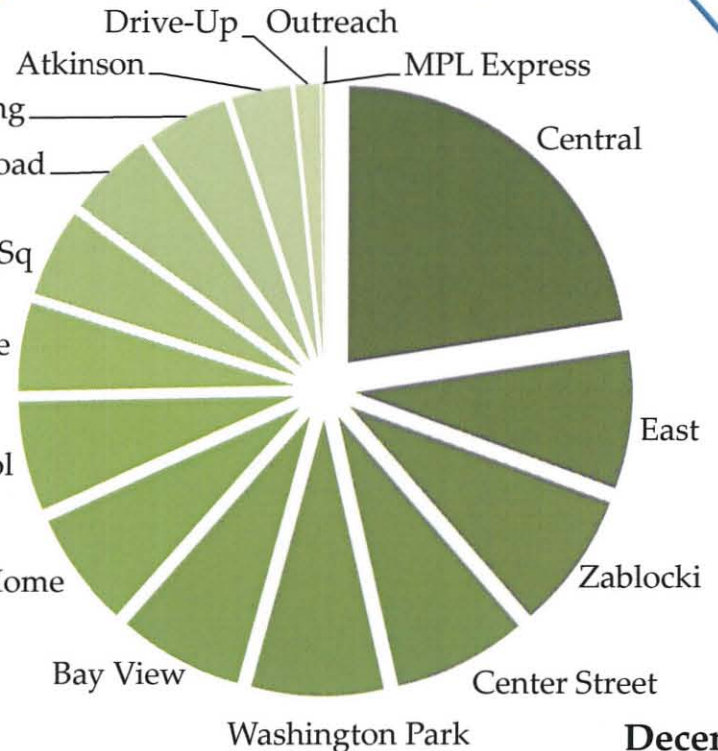
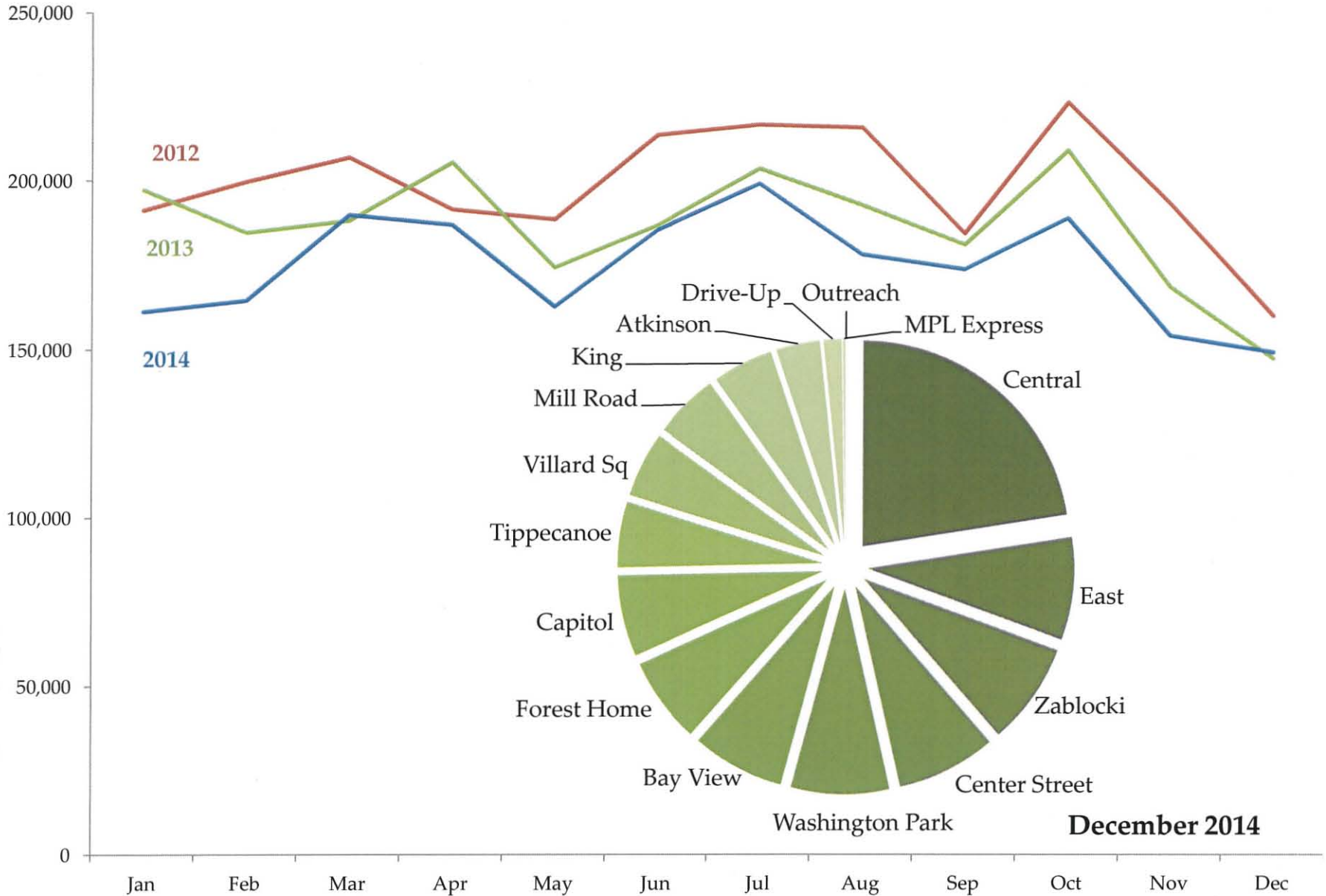


November 2014

Milwaukee Public Library Hours of Computer Usage

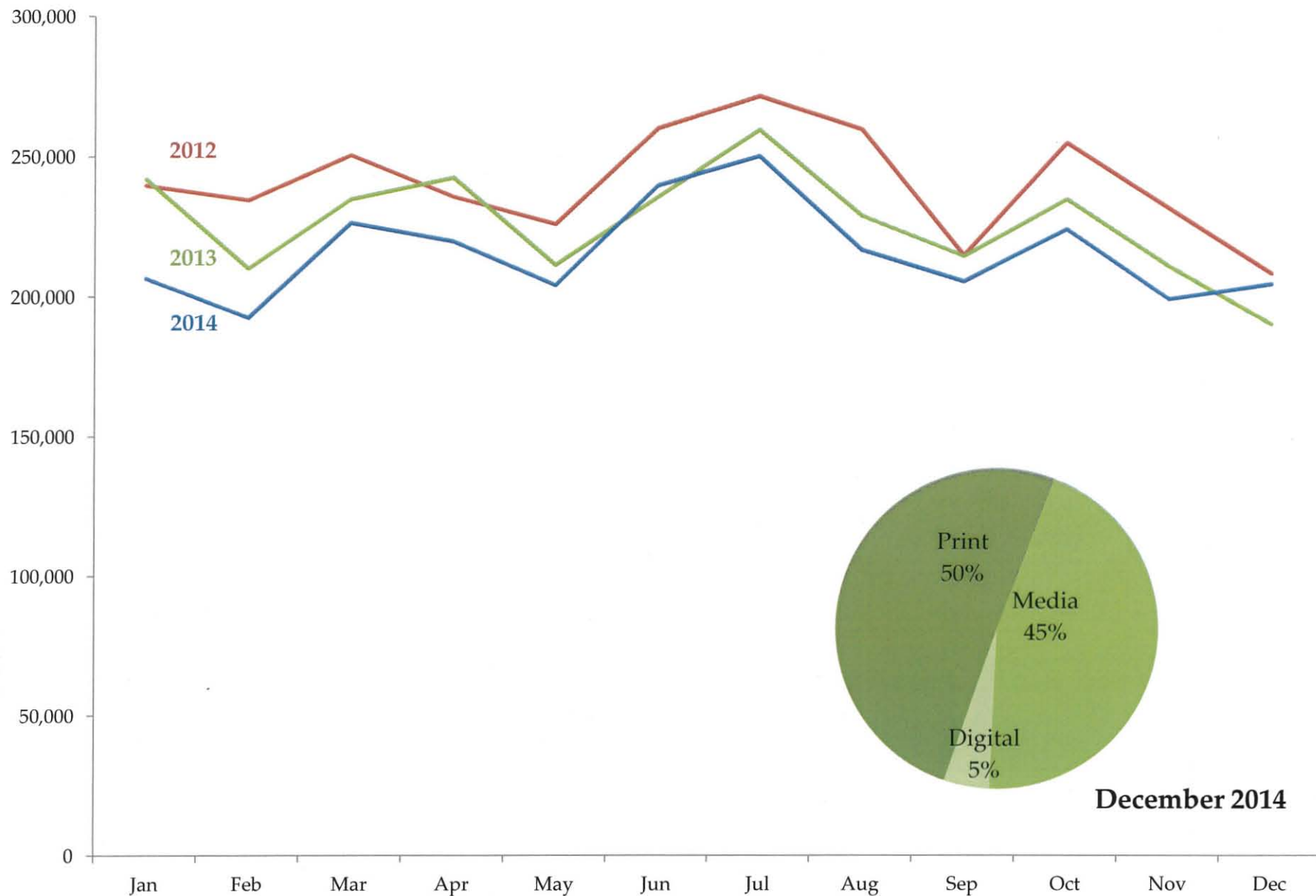


Milwaukee Public Library Visits



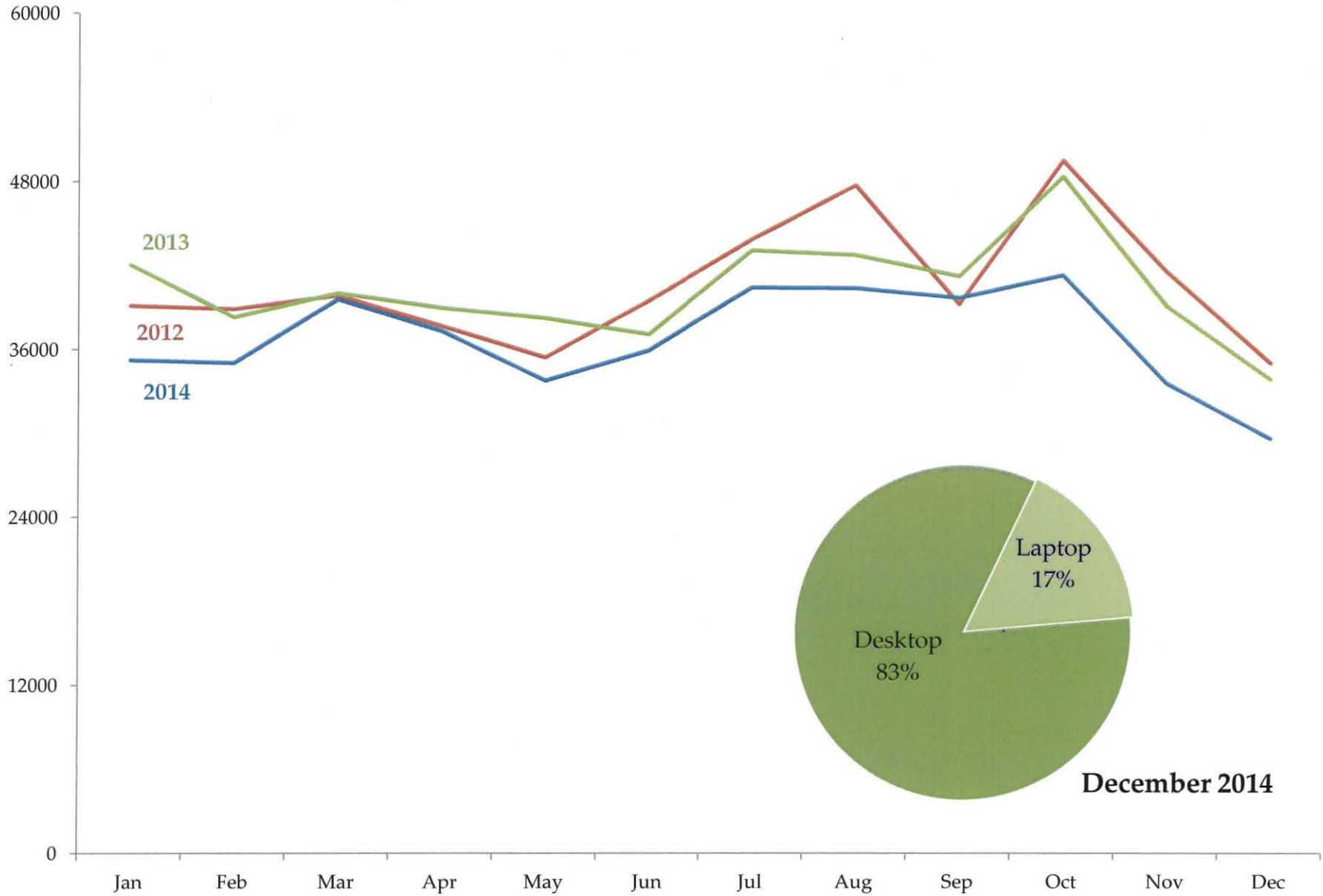
December 2014

Milwaukee Public Library Circulation



December 2014

Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
December, 2014**

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	70,876	78,345	-9.5%	996,135	1,068,477	-6.8%

Database Hits ¹						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date ²	Previous Year to Date	% Increase or Decrease
	1,927	4,165	-53.7%	36,013	52,709	-31.7%
		25.5% In-library 74.5% Remote			33.1% In-library 66.9% Remote	

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	6,621	5,587	18.5%	73,340	56,223	30.4%
Audiobooks	2,805	2,280	23.0%	31,059	22,813	36.1%

Downloads of Digital Music through Freegal³						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	3,260	2,244	45%	27,025	27,831	-3%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	39,599	37,351	6.0%	498,619	481,047	3.7%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	11,781	10,496	12.2%	151,391	140,950	7.4%
Atkinson	615	453	35.8%	11,251	7,631	47.4%
Bay View	2,306	2,597	-11.2%	32,987	33,751	-2.3%
Capitol	2,108	2,144	-1.7%	29,110	27,567	5.6%
Center Street	825	818	0.9%	11,672	10,902	7.1%
East	1,759	1,078	63.2%	13,815	17,736	-22.1%
Forest Home	808	751	7.6%	11,009	9,331	18.0%
Martin Luther King	761	618	23.1%	8,897	8,046	10.6%
Mill Road	1,249	1,006	24.2%	12,714	11,807	7.7%
Tippecanoe	1,647	1,329	23.9%	18,606	16,757	11.0%
Villard Square	758	566	33.9%	9,360	8,329	12.4%
Washington Park	807	697	15.8%	12,531	10,928	14.7%
Zablocki	2,006	1,829	9.7%	23,637	24,292	-2.7%
YCOS--Outreach	177	220	-19.6%	1,597	3,324	-52.0%
TOTAL	27,607	24,602	12.2%	348,577	331,351	5.2%

¹Effective June 2014, the method for tracking database use has changed from Cold Fusion to Google Analytics.

²No count for April & May 2014.

³Usage limit increased to 5 (from 3) per week in Oct. 2014.

**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
November, 2014**

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	71,932	85,098	-15.5%	925,259	990,132	-6.6%

Database Hits ¹						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date ²	Previous Year to Date	% Increase or Decrease
	2,228	4,063	-45.2%	34,086	48,544	-29.8%
		30.0% In-library 70.0% Remote			33.7% In-library 66.3% Remote	

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	5,699	4,653	22.5%	66,719	50,636	31.8%
Audiobooks	2,605	2,071	25.8%	28,254	20,533	37.6%

Downloads of Digital Music through Freegal³						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	3,224	2,065	56%	23,765	25,587	-7%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	38,875	39,855	-2.5%	459,020	443,696	3.5%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	11,376	12,334	-7.8%	139,610	130,454	7.0%
Atkinson	649	597	8.7%	7,791	7,178	8.5%
Bay View	2,206	2,725	-19.1%	30,681	31,154	-1.5%
Capitol	2,406	2,202	9.3%	27,002	25,423	6.2%
Center Street	906	928	-2.4%	10,847	10,084	7.6%
East	475	1,124	-57.7%	12,056	16,658	-27.6%
Forest Home	868	778	11.6%	10,201	8,580	18.9%
Martin Luther King	741	597	24.1%	8,136	7,428	9.5%
Mill Road	921	908	1.4%	11,465	10,801	6.2%
Tippecanoe	1,300	1,336	-2.7%	16,959	15,428	9.9%
Villard Square	686	567	21.0%	8,602	7,763	10.8%
Washington Park	1,007	812	24.0%	11,724	10,231	14.6%
Zablocki	2,041	2,337	-12.7%	21,631	22,463	-3.7%
YCOS--Outreach	117	203	-42.4%	1,420	3,104	-54.3%
TOTAL	25,699	27,448	-6.4%	318,125	306,749	3.7%

¹Effective June 2014, the method for tracking database use has changed from Cold Fusion to Google Analytics.

²No count for April & May 2014.

³Usage limit increased to 5 (from 3) per week in Oct. 2014.



MILWAUKEE
PUBLIC LIBRARY
Read Learn Connect

Milwaukee Public Library
2014 Year-End Report
Submitted January 20, 2014

In 2014, the Milwaukee Public Library (MPL) achieved key milestones in its facilities plan calling for replacement of branch libraries with mixed-use developments and introducing new models for express service. Aligned with the adoption of the 2013 strategic plan, the new spaces will support the library's core organizational values – creating a city of readers and lifelong learners, anchoring healthy and vibrant neighborhoods and successful business districts, which contribute to a strong Milwaukee. These facilities will continue to play a vital role in the community and the economic viability of the neighborhoods where they are located.

MPL is among the first cities in the nation to install a 24-hour, automated library following Norman, Oklahoma and Fresno and San Diego, California. MPL is also the first library system to use this new library in partnership with a public housing entity to increase service to underserved areas. Analysis of the Express library will influence future expanded express service opportunities across the city.

In 2015, the library will reopen a fully-renovated Tippecanoe branch, begin construction of the new Forest Home branch, and with community input, determine a final development plan for the Mill Road branch.

Key accomplishments and 2015 forecast are centered on six priorities:

- *Library redevelopment*
- *Strategic plan milestones*
- *Partnerships*
- *Technology*
- *Express service model*
- *Continuation of strategic programs and services funded through public-private partnership with the Milwaukee Public Library Foundation*

Strategic Plan – We Help People Read, Learn, Connect

In 2013, MPL developed a Strategic Plan – **MPL 2020: Our Plan for the Future** redefining the Library's Vision and Mission. Throughout 2014, MPL's Vision and Mission were the drivers of strategic priorities.

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

Accomplishments:

- Tactics to support **8 citywide strategies** focused on literacy, lifelong learning and community connections
 - Redesigned MPL website
 - New positions created: volunteer coordinator, construction project manager
 - Creation of connections database to track successful partnerships and relationships
 - Establishment of Strategic Planning Advisory Committee
- Volunteers utilized in libraries and at special events

2015 forecast:

- Launch of 18-month library awareness campaign
- Increase access to services through library card ownership and use
- Grow volunteer base to expand capacity
- Enhance teen services through the introduction of a connected learning program

Library Redevelopment – *Investing in our future*

By the numbers:

- **\$22.4 million** investment to rebuild or renovate 5 branch libraries by 2020
- **2,000 people** attended the opening of the new East Branch
- **20,630 items circulated** in first month at new East Branch
- **340 items** available for check out in new MPL Express at Silver Spring, the Midwest's first 24-hour, automatic library

2015 forecast:

- Open Tippecanoe Branch in fall of 2015; temporary service provided at 3933 S. Howell Ave.
- Begin construction of new Forest Home Branch in late 2015
- Finalize and announce development plans for Mill Road Branch
- Hold community input sessions for Forest Home and Mill Road branches
- Expand outreach and community relations on near south side and the northwest side.

Libraries are valuable to our neighborhoods and our economy and remain a funding priority. In the 2014 budget, Mayor Tom Barrett demonstrated commitment to the future of the library system by announcing a \$22.4 million investment in neighborhood libraries. The project calls for rebuilding four branches - Forest Home, Mill Road, Capitol and Martin Luther King - and renovating Tippecanoe library. The libraries will be redeveloped as mixed-use projects. In 2014, a construction project manager was hired to oversee the branch rebuilding project. By 2020, we'll have replaced or updated the entire branch library system with 21st century, technology-rich facilities.

The new East Branch opened on November 22, 2014 on the first floor of the Standard @ East Library, a residential development featuring 99 market-rate apartments and an adjacent first-floor retail space. The 21st-century library features community gathering spaces for reading, learning and connecting. A world-class community room, small meeting spaces, laptop bars and a fireplace were integrated into the building. In just three weeks: we've regained half our patronage; find families using the children's area and staying longer; see new groups of young adults and college students using the study spaces; living

room, laptop bar and meetings spaces and increased library card sign-up by 150% since 2012 and 340% since 2013 with 600 new cardholders.

The new branch engaged local artistic talent to activate community spaces inside and outside of the new library with three public art installations. The public art project was primarily funded through grants from the Greater Milwaukee Foundation and the Milwaukee Arts Board.

Renovation planning is underway at Tippecanoe library. The current library will close for service on Friday, January 30th to begin a full-scale renovation. Temporary service will be provided at 3933 S. Howell Avenue during construction. The new library will remain a stand-alone building, feature enhanced green spaces surrounding the building, larger windows and a more accessible entrance and community space as well as a technology-rich, dedicated teen space.

A development strategy and location have been solidified for the replacement of the Forest Home library. Gorman & Co. was selected as the development partner and will redevelop "The Hills" building, a historic building on the National Register located on Mitchell Street the South Side's downtown since the late 1800s. A centrally-located, highly visible location, the building is also across the street from one of the largest parochial grade schools (St. Anthony's) in the country. The use of historic preservation tax credits will enable us to get more library for our investment. This will be a genuinely catalytic project that will bring Third Ward-caliber energy to the heart of the South Side.

The Board of Trustees expressed interest in Maures Development Company as the development partner for Mill Road library. Their proposal calls for affordable housing above the library and a potential retail space sharing the first floor. In early 2015, the library will hold public input sessions with Aldermen Puente and Bohl.

With the opening of the MPL Express at Silver Spring (MPLX), the library became a national "trendsetter" defining a new model for express library service along with a handful of other library systems across the country. Through a partnership with the Housing Authority of the City of Milwaukee, MPL expanded basic library services to the newly redeveloped Westlawn Gardens neighborhood.

At MPLX, throughout the month of October, staff provided in-person training and assistance to more than 400 patrons. For the first three months of service, the Express library saw more than 1,500 transactions. In-person assistance and a renewed marketing effort will resume in the spring.

Technology and Digital Access - *Increasing Digital Inclusion*

By the numbers:

- **Laptops are 17% of total computer usage** system-wide
- **2630 people** received help with resumes and job applications
- **422 drop-in labs** held in 2014 – more than one/day
- **2,428 people** completed computer courses
- **86** computer courses instructed in **Spanish**
- **Digital** circulation **increased** by **34%**
- **eBook** downloads **increased** by **33%**
- **Music, video and audiobook** downloads **increased** by **39%**

2015 forecast:

- MacBook Air laptops introduced at East Branch for use in the library and for computer training
- Expand on-demand computer assistance through the use of volunteers

Mayor Tom Barrett's budget dedicated funds to preserve six federally-funded Library Technology Specialist (LTS) positions that serve as vital links to computer training and roving public assistance with online resume development, job applications and employment searches. With the addition of the LTS positions, drop-in job lab offerings and attendance increased by **85%** between 2011 and 2012 and continue to expand capacity. The labs help patrons with basic computer skills needed to navigate modern job searching methods. Many patrons come to the library lacking even an email address or the knowledge of how to conduct an online search. Library Technology Specialists helped **more than 13,000 people on the fly last year**. Foundation support funded basic computer training classes throughout the system.

Serving the Community through Partnerships – Affordable Care Act Enrollment Sessions

By the numbers:

- Weekly Marketplace Health Insurance Enrollment sessions were held between January through March in library computer labs in partnership with the Milwaukee Enrollment Network and the Milwaukee Health Department

2015 forecast:

- MPL is hosting weekly enrollment sessions until February's enrollment deadline

Summer Reading, Early Literacy, Out of School Learning and Teens – Encouraging Lifelong Learners

By the numbers:

- **26% more teens** completed the Summer Reading Program than in 2013
- **21,000 youth** called themselves Super Readers last summer
- **More than 10,000 students and parents** received help at a Teacher in the Library session during the 2013-2014 school year.
- **66 first grade classrooms** visited during school year
- MPL held summer reading programs in **5 parks** in collaboration with the Hunger Task Force and Milwaukee Rec serving 345 at-risk youth.

2015 forecast:

- Implement early literacy program serving ages 0-3 with a goal of preparing children for school funded by the Daniel Soref Foundation
- Increase first grade library card classroom visits with the addition of volunteers

Preventing Summer Slide

The Library enrolled nearly **21,000 youth** in the Super Reader Summer Reading Program in 2014. In addition, the library piloted an outreach program to bring summer reading to some of the toughest to reach children through a Summer Reading Strategy Collaborative led by the Faye McBeath Foundation and United Way of Greater Milwaukee. The project brought library staff and programs to five Milwaukee Recreation sites where free meals were provided by the Hunger Task Force and all-day programming was offered through the MPS Rec Department.

Encouraging Early Literacy through Outreach

In its 14th year, the Books2Go and Ready to Read programs develop early literacy skills in children five and under through a partnership with childcare providers, families, children and the community. The program strives to create lifelong learners and library users. In 2014, **13,580** young children, **1,940** teachers, **562** active library cards and **317** childcare centers were served through early literacy programs. In addition, **more than 120** continuing education **workshops** for Books2Go childcare providers were held. More than 50% of programs were in Spanish.

First Grade First Card - Teaching First Graders About the Library

The Library's *First Grade First Card* program encourages first graders to visit the library and get a library card as this is typically the age when children learn to read. Library outreach staff visit first grade classrooms to teach children how to use the library. Year-to-date MPL has visited **66 classrooms** and reached **3,572 first graders**. In 2014, the program expanded by using trained volunteers to conduct school visits.

Homework Help Brings Teachers to Libraries

Now in its fourth year, MPL's Teacher in the Library program places certified teachers into public libraries to work directly with students and parents to assist with homework and help provide learning and research tools. During the 2013-2014 academic year, MPL offered **1,178 sessions** and served **7,978 children** and **3,227 parents** in after school sessions Mondays-Thursdays. With CDBG funding designated by Mayor Tom Barrett the program continues through the 2014-2015 school year.

Library Budget, Usage and Services – Meeting 21st Century Demand

By the numbers:

- **13 Locations, One Express Library, Infinite Virtual Services**
- **\$21,768,088** – 2014 budget; **\$22,062,409** – 2015 budget
- **2.5 million items** checked out
 - eBooks are the fastest growing segment of circulation **increasing by 121%** as of October
- **2.1 million visitors** – more than the BMO Harris Bradley Center's 1.5 million visitors annually
- Central Library had **nearly 500,000 visitors**
- **77.8% of transactions** handled by self-checkout
- **54,916 items** were delivered to 66 deposit collections offering satellite library operations in nursing homes, senior high rises, child care centers and schools
- Programs – **100,000 people attended a program at MPL in 2014**
- **Volunteers** averaged **257 donated hours** of time per month

Special Exhibits/Collections/Programs

Edmund Fitzgerald

The Wisconsin Marine Historical Society (WMHS) and the library unveiled a model of the Edmund Fitzgerald on April 12th. The model was a gift to the WMHS from the Edmund G. Fitzgerald family, the former Chairman of Northwestern Mutual Life Insurance. It is permanently on display in the Frank P. Zeidler Humanities Room.

Vogel collection

The library acquired the Vogel family archives from Mr. Frederick Vogel III and the Vogel family, the found of the Pfister and Vogel Tannery, a thriving business in the 1800's. The collection represents six

generations of the Vogel family and was gifted to the library. The family's collection consists of correspondence, mementos, albums and scrapbooks. The collection will be of high interest to users of the Humanities and Archives room.

Bookworm Painting

The library Board of Trustees and the Milwaukee School of Engineering's (MSOE) Grohmann Museum negotiated a permanent loan of the library-owned painting "The Bookworm" by German artist Carl Spitzweg. The agreement enhances the public's access to the painting, allowing it to be displayed in a dedicated Spitzweg gallery in the Grohmann Museum. Library card holders also may gain free admission to the museum. The library's programs and services will benefit from the agreement through a one-time \$1 million gift to the library.

Fuel After Hours

MPL hosted a "Fuel After Hours" event on June 4th welcoming more than 130 young professionals to the library to hear guest speaker Jill Morin and to take part in activities hosted by Business and Periodicals, Art Music and Recreation and Humanities and Archives. Tours of the Green Roof, a photo booth and refreshments were offered. 30 library cards were issued to attendees, some who had never been to the library before the event.

Black Men in Prison Town Hall with WUWM and MPTV

On May 20th, MPL partnered with WUWM and MPTV to host a forum style event called *Black Men In Prison Town Hall: Solutions*. The event was the third in a series and featured two rounds of community leader panelists who explored why the rate of black male incarceration is so high in Wisconsin and nationwide. Over 430 actively engaged citizens attended. In addition, a dozen community organizations offered information at a resource fair where people could also register for library cards.

Taking the Library Outdoors

Library staff offered library card sign-up while promoting library programs at several community events throughout the summer including: Westown Farmers' Market, NEWaukee Night Markets, State Fair and the Taste of Milwaukee.

Women of the World Conference

MPL participated in the *Women of the World Conference (WOW)* on May 10th. Sponsored by the National Kidney Foundation of Wisconsin, the WOW conference featured health related sessions by a variety of community professionals. MPL's session highlighted strategies for finding reliable consumer health information as well as an overview of how the library can play a vital role in securing this information.

Digital Collection: World War I Military Portraits

A new digital collection featuring 32,000 portraits, service records and typewritten volumes on WWI veterans launched on July 28th. It contains a wealth of genealogical information and candid revelations of the soldiers' experiences in the war. Information for the collection was compiled by the American War Mothers Milwaukee County Chapter and the Milwaukee County Council of Defense. An exhibit and veterans programming supported the launch of the collection.

Around the Corner with John McGivern

John McGivern featured Central Library in an episode of *Around the Corner* that highlighted the Westown Neighborhood. A preview party was held in Centennial Hall on April 15th prior to the episode

airing. McGivern also held a program at Central Library in September sharing insights on his experiences growing up on Milwaukee's east side.

Channel 12 News Features Central Library

WISN's 12's *Season to Celebrate* Annual Holiday TV program featured Central Library as the community mystery location revealed by weather anchor Mark Baden. The show aired several times throughout the holiday season.

Fox 6 News Features Simba the Library Lion

Ben Handelmann, a reporter from Fox 6 news, premiered a feature story on the history of Simba the Library Lion's adoption, time at the library and eventual home at the Milwaukee Public Museum. The story was more than 5 minutes in length and aired several times throughout the course of a week in October.

Students from Taiwan and South Africa

This summer, two students in Information Science from Taiwan spent a month at Central Library as interns to learn more about American library models. In September, for the fourth consecutive year, twenty-two students and four staff members from the University of Pretoria in South Africa visited the Central Library for a staff overview of MPL and our services including a digitization project, a Green Roof tour and a personal story of the career path of a librarian.

Science Cafes with the Medical College

Four Science Café Programs called "Science and a Healthier You" were held in partnership with the Medical College of Wisconsin at Central Library. The topics focused on health maintenance and included: *Surviving Drug Addiction: Understanding the Addicted Brain*, *Take Care of Your Heart and Live it Up*, *Breathing Well for a Lifetime: Addressing Pediatric Asthma and Impact on Science Cafes: What's Been Learned & Input on Future Ideas*.

Remember When --Everyone Read the Green Sheet?

Retired Green Sheet editor, Dan Chabot, the section's final editor from 1981-1994, discussed the green sheet history and shared memories of Lone Quinby Griggs, Gerald "Slightly Kloss-eyed" Kloss, the "Funnies," "Remember When," and photos from the Milwaukee Public Library photograph collection. An accompanying exhibit of Green Sheet pages was on display at Central Library during the month of May.

National Author Visits

Sue Monk Kidd

On February 10th, New York Times Bestseller chart topper, Sue Monk Kidd, renowned author of "The Secret Life of Bees" spoke to more than 300 attendees in Centennial Hall about her latest book "The Invention of Wings".

Charles Krauthammer

On March 6th, New York Times Bestseller chart topper, Dr. Charles Krauthammer, political commentator for Fox News spoke about his latest book "Things That Matter." Through outreach efforts to local political organizations and several preliminary talk-radio interviews, more than 700 attendees learned of the event and filled Centennial Hall.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

December 19, 2014

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, Ald. Nik Kovac, Sup. Theo Lipscomb,
Dir. Mark Sain *All trustees are welcome to attend.*
MPL: Joan Johnson, Dawn Lauber, Sam McGovern-Rowen, Taj Schoening

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
January 8, 2015 8:00-9:00 a.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Tippecanoe Branch Renovation Update.** Deputy Director Joan Johnson will brief the committee on the progress of the design and schedule of the Tippecanoe Branch Renovation Project and the temporary library space.
2. **Replacement of the Forest Home Branch.** Library Construction Project Manager Sam McGovern-Rowen will discuss the next steps in moving forward with the replacement of the Forest Home Library.
3. **Mill Road Branch Development.** Library Construction Project Manager Sam McGovern-Rowen will discuss a proposed timeline for community meetings and related activities.

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

ATTACHMENT C-P. 1 of 3
MPL AGENDA-01/27/15

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**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
BUILDING & DEVELOPMENT COMMITTEE
MINUTES
Thursday January 8, 2015
Central Library Meeting Room 1**

PRESENT: Michele Bria, Ald. Nik Kovac, Sup.Theo Lipscomb, Dir. Mark Sain, Paula Kiely

EXCUSED: Sharon Cook

STAFF

PRESENT: Joan Johnson, Dawn Lauber, Sam McGovern-Rowen, Taj Schoening,
Crystal Sura, Duane Wepking

OTHERS

PRESENT: Jeff Hanewall, Engberg Anderson Architects
Diana Sullivan, Independence First

Committee Chair Michele Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:15 a.m. on January 8, 2015 with a quorum present. Trustee Lipscomb participated by phone.

1. **Tippecanoe Branch Renovation Update.** The Committee reviewed design renderings for the Tippecanoe Branch renovation project presented by Jeff Hanewall, from Engberg Anderson Architects. The slight renovation to the exterior will include a new canopy that will be placed at the existing entry space and two window bays will be installed on the Howard Avenue side. A landscaping architect has proposed some trees around the parking lot and plants around the canopy. Mr. Hanewall summarized the interior space noting the community room is in the northwest corner with break-out walls that open up to the library when it is not functioning as a meeting room. The two new glass bays will have seating along the wall. The teen's space and the study room will be located in the south of the building. The ceiling will be enhanced with materials that replicate wood. The Guido Brink sculpture suspended sculpture will remain in the library.

Deputy Director Joan Johnson provided the Tippecanoe renovation schedule. The library's project team is reviewing the construction documents and expects Engberg Anderson to move forward after a January 14, 2015 team meeting. Bids for the construction of the build-out would be issued January 26. The Building and Development Committee would be asked to approve the construction contract at the March 5 meeting. Library operations at the Tippecanoe Branch will shut down on January 30. A temporary site will offer limited services across the street from the library at 3933 S. Howell Avenue. Hours of service will remain the same. The construction phase of the project will be from March 30 to September. The grand opening will be held in October. Informational item.

-
2. **Replacement of the Forest Home Branch.** Library Construction Project Manager Sam McGovern-Rowen said that the Forest Home Branch project developer, Gorman and Company, has a list of questions related to the Hills Building site located at 930 West Mitchell Street, to respond to by January 9. The list was created after a walk-through of the

2. **Replacement of the Forest Home Branch.** (continued)

new library site was done by him, Library Business Operations Manager Taj Schoening and MPL Facilities and Fleet Manager Duane Wepking. One concern that needs to be addressed is the plan for access to the library space. It has been determined that it would be best that the library hire an architect to present options for the library entrance and how it relates to the parking area at the back of the building. Director Kiely suggested that an architect be selected for the entire project rather than for work on just the entrance issue. She added that the decision on the entrance doesn't need to be made immediately. The Building and Development Committee will meet on March 5, 2015 to hear architect presentations. Mr. McGovern-Rowen stated that the library will want to move on selecting an architect as soon as possible so Gorman can move forward with the upper floors with the knowledge of where the library entrance will be. He added that community meetings will be scheduled, to build support and gather input, for the library project. Director Kiely and Mr. McGovern-Rowen have an informational meeting regarding the project scheduled with district Alderman Perez. Informational item.

3. **Mill Road Branch Development.** Library Construction Project Manager Sam McGovern-Rowen said the library is continuing their due diligence on the proposed Mill Road Branch site at 7717 West Good Hope Road. He has made an inquiry regarding the high-tension wires. Director Kiely has received input from the city assessor on how high-tension wires affect properties. The Mill Road area aldermen have been made aware of the Board of Trustees motion on the project made at the December 16, 2014 Special meeting. Director Kiely and Mr. McGovern-Rowen have a meeting scheduled with district Alderman Puente to discuss community meetings to get input on the possibilities for the second use of the mixed use property for the replacement of the Mill Road branch. The library is considering holding the community meetings in other venues to reach a broad spectrum of residents in the Mill Road service area. The Committee members made suggestions on a few organizations to contact. If the affordable housing option is acceptable to pursue by the community, the library would work toward the application deadline of July 30. Director Kiely said she will notify the Board of the community meetings, when scheduled, and will ask for their support. Informational item.

The meeting of the Board's Building & Development Committee was adjourned at 9:00 a.m. on January 8, 2015.

December 17, 2014

State Superintendent of Public Instruction Tony Evers
Department of Public Instruction
125 South Webster Street
Post Office Box 7841
Madison, Wisconsin 53707-7841

Dear Superintendent Evers;

I am writing to you about the *Strategic Vision for Library Systems in the 21st century Recommendations* approved at the November 14, 2014 COLAND meeting. We support the examination of systems and system services in an effort to help libraries provide services. As one of the first systems in the state, the Milwaukee County Federated Library System (MCFLS) has served member libraries for over 40 years. In that time libraries have changed greatly and we applaud efforts to thoughtfully evolve to better address new and changing library needs.

MCFLS provides excellent services for local libraries. The delivery system moves books and media items throughout the county consistently in under two days. CountyCat, the system ILS, provides a rich and easy-to-use interface to search for, browse, learn about, and make requests from a shared collection of more than 1.7 million titles and over four million items. Many local libraries rely on MCFLS technology support, either through the wide area network, consulting on integrating third- party applications with the catalog, providing email, or configuring computers in the libraries.

While changing to adapt to the circumstances is vital for libraries, the MCFLS board of trustees is concerned about some of the report's recommendations.

- The recommendations to move to one ILS and a statewide delivery service concern us. The deep and broad collections purchased over the years by local municipalities serve county residents well. The amount of materials coming to MCFLS from other systems is currently a small portion of total circulation. With twice as many titles as other systems, we worry that locally-provided materials will frequently not be available to the citizens who paid for them.
- To that point, while technology is changing how libraries work, an important core service remains providing books, cds, dvds, and other materials for people walking in the buildings. Greater economies of scale do not necessarily help local libraries provide this service.
- Systems are already executing some of the report recommendations without direct state oversight. For instance, the six systems in the southeast corner of the state work together to provide continuing education. This solution avoids the creation of a layer of state bureaucracy which

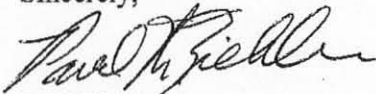
would “allocate funds through a grant process that encourages collaboration and regional impact.” Systems should be encouraged to continue to work together where it is appropriate, rather than have funding lowered to force cooperation where it may be less effective.

- Some recommendations fail to recognize the variety of systems and member libraries. MCFLS, because of its urban setting, has issues and strengths that make it far different than other systems in the state. The value of a resource library the size of Milwaukee Public is likely very different than in other systems. When considering the purchase of electronic resources, because of MCFLS’s size, the proportion we would pay for a statewide electronic resource may be no different than if we pursued the resource on our own, leaving local libraries more in control of decision making.

While the recommendations are necessarily broad and general, we are concerned that an in-depth look at current and proposed costs and benefits has not been completed. The recommendations propose broad solutions that, without careful planning, may not effectively address the problems and opportunities for libraries. MCFLS believes systems working together can pilot and model thoughtful, efficient, and long-lasting solutions to the problems facing libraries.

Thank you for your leadership in these important issues. We look forward to a dialogue between systems, local libraries, and the state leadership to help Wisconsin libraries help their communities. We are happy to answer questions at any time.

Sincerely,



Paul Ziehler

President, MCFLS Board of Trustees