



# MILWAUKEE

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## 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**

**JoAnne Anton, Ald. Milele Coggs, Sharon Cook, Ald. Ashanti Hamilton,**

**Joe'Mar Hooper, Ald. Nik Kovac, Chris Layden, Joan Prince, Dir. Mark Sain**

**Secretary's Assistant: Crystal Sura (414) 286-3021**

**Tuesday July 28, 2015**

**4:30 p.m.**

**Central Library Meeting Room 1**

**814 West Wisconsin Avenue**

**Milwaukee, WI 53233**

### **AGENDA**

#### **PUBLIC COMMENT**

#### **SPECIAL COMMUNICATION**

1. **Visiting Taiwanese Student.** Human Resources Officer Consuelo Hernandez will introduce Ms. Sherry Lin (Shin-Yu Lin), who is working in the Arts & Media Department.

#### **RESOURCES / RECOMMENDATIONS / RESEARCH**

2. **Zinio For Libraries.** Librarian Brett Rohlwing will demonstrate the steps for downloading free magazines to mobile devices.

#### **CONSENT AGENDA**

Attachment A, page 3

3. **Regular Board Meeting Minutes June 23, 2015.**
4. **Committee Reports.**
  - a. Finance & Personnel Committee Meeting July 1, 2015 – cancelled
  - b. Executive Committee Meeting July 15, 2015
5. **Administrative Reports.**
  - a. Personnel Actions
  - b. Financial Report
  - c. Library Director's Reports

## REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the July 14, 2015 MCFLS Board meeting. The library board may move and vote to convene in closed session to discuss negotiations relating to the MPL Lease, MCFLS Member, and Resource Library agreements.  
Attachment B, page 35
7. **Building and Development Committee.** Chair Bria will provide a report from the July 2, 2015 Building and Development Committee regarding the 4th floor roof replacement contract and the branch building initiative.  
Attachment C, page 38

## OLD BUSINESS

8. **Wisconsin Library System Changes Update.** Director Kiely will update the Board on the developments related to the System and Resource Library Administrators' Association of Wisconsin (SRLAAW) and the Council on Library and Network Development (COLAND) recommendations.
9. **2016 Library Budget.** Library Director Paula Kiely will provide a status report regarding the Library's requested 2016 budget.

## NEW BUSINESS

10. **Awareness Campaign.** Marketing and Public Relations Officer Brooke VandeBerg will brief the Board on the status of the library Awareness Campaign.

## STRATEGIC DISCUSSION

11. **Resource Library.** The Director will provide an update about the potential for formal recognition of Central as Wisconsin's Resource Library.

### ***REMINDER: Next scheduled meetings are:***

*August 3, 2015 – Services & Programs Committee – Central Library 5:30 p.m.-6:30 p.m.*

*September 3, 2015 – Building & Development Committee – Central Library 8:00 a.m.-9:00 a.m.*

*September 22, 2015 – Regular Meeting – Central Library 4:30 p.m.-6:00 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](http://www.milwaukee.gov/lobby) or by calling (414) 286-2238.*

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

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday June 23, 2015  
Central Library Meeting Room 1  
814 West Wisconsin Avenue  
Milwaukee, WI 53233**

**PRESENT:** JoAnne Anton, Michele Bria, Sharon Cook, John Gurda,  
Ald. Ashanti Hamilton, Joe'Mar Hooper, Ald. Nik Kovac, Chris Layden,  
Sup. Theo Lipscomb, Paula Kiely

**EXCUSED:** Ald. Milele Coggs, Joan Prince, Mark Sain

**STAFF:** Ryan Daniels, Consuelo Hernandez, Joan Johnson, Dawn Lauber,  
Sam McGovern-Rowen, Taj Schoening, Crystal Sura, Patricia Swanson,  
Brooke VandeBerg

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:**

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President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:32 p.m. on June 23, 2015 with a quorum present. Trustee Lipscomb left the meeting at 6:25 p.m.

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**PUBLIC COMMENT** None.

Director Kiely announced that Library Business Operations Manager Taj Schoening is retiring. President Gurda asked Ms. Schoening to step forward as he presented a resolution expressing the Board's appreciation of her dedicated service to the Milwaukee Public Library for 17 years and wished her well on her retirement.

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**SPECIAL COMMUNICATION**

1. **New Trustee Introduction.** President Gurda introduced Mr. Joe'Mar Hooper, newly appointed to the Board as the Milwaukee Public School Superintendent's designee replacing Trustee Denise Callaway. Informational item.

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**RESOURCES / RECOMMENDATIONS / RESEARCH**

2. **Library Cards – Past, Present, and Future.** The Board was given an overview of Milwaukee Public Library cards including the various types of cards available, general rules guiding their use, and new card types being piloted to help expand access to library services and programs. Deputy Director Joan Johnson distributed a Trustee Briefing dated June 22, 2015 on the topic of MPL Library Cards – Current Practice and Projects, attached at the end of these minutes. Informational item.

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## CONSENT AGENDA

After asking the Board if any items should be removed from the Consent Agenda, President Gurda entertained a motion to approve. Trustee Cook moved and Trustee Anton seconded a motion to approve the Consent Agenda. Motion passed unanimously. It was noted that materials circulation and patron visits are decreasing. Director Kiely said that major libraries across the country are seeing a decline in the traditional use of libraries, specifically the loan of physical materials, but online resource use continues to increase. Libraries, in general, are rethinking their service strategies to stay current with the technology changes and user needs.

3. Regular Board Meeting Minutes May 26, 2015
4. Administrative Reports.
  - a. Personnel Actions
  - b. Financial Report
  - c. Library Director's Reports

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## REPORTS

5. Milwaukee County Federated Library System (MCFLS) Board. Resource Library Representative Trustee Kovac reported that there was not a quorum at the June 15, 2015 meeting. The MCFLS Board informally discussed the MCFLS Resource Library Agreement, which will expire at the end of this year. Formal negotiations will begin in August. Informational item.

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## OLD BUSINESS

6. Branch Redevelopment. Library Construction Project Manager Sam McGovern-Rowen presented a PowerPoint regarding Library Building Projects Update, attached at the end of these minutes. The Board reviewed a preliminary design of the Forest Home / Mitchell project that will be used in the developer's (Gorman and Company) historic preservation tax credit application. The design includes fifty-seven market rate apartment units, eight townhouse apartments, and seven garden apartments on the roof. The library will be located on the first floor. The plans call for reinstallation of the original railing at the mezzanine and restoration of the original storefront including the curved glass at the entrance. In addition, the alleyway between the former Goldmann's building and the library's space will become active and basement space will be provided for the library and the tenant. Mr. McGovern-Rowen briefly summarized recent meetings he has had with key project stakeholders. The timeline for the project was reviewed. A community-wide open house will be held in September with library architect HGA on the library interior design. Build out of the new library on Mitchell Street could begin in April 2016 with the grand opening in late 2016 or early 2017.

The Mill Road project update included the news that the Department of City Development is hiring a real-estate employee who will assist the library. Developers Maures / Common Bond are researching financing and anticipate applying for Low-Income Housing Tax Credits (LIHTC). The goal is to complete the development agreement by the end of 2015. If LIHTC are awarded, the library could begin construction in October 2016 and have a grand opening of the new library on Good Hope Road in November 2017.

Library Business Operations Manager Taj Schoening reported on the progress of the Tippecanoe Branch renovation. Tippecanoe is undergoing a complete renovation of the building by architectural firm Engberg Anderson. Outside, the parking lot surface has been

6. **Branch Redevelopment.** (continued)

removed. The entrance will be moved and will have an overhang with ADA accessibility through a new sidewalk and access points. A secret garden is planned for the back of the building. The grand opening is scheduled for fall 2015. Informational item.

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7. **Wisconsin Library System Changes Update.** Director Kiely stated that the Department of Public Instruction is currently deciding who the appointing authority will be for the Steering Committee that will review various studies regarding state-wide library systems. Director Kiely is expected to serve on the Steering Committee and will report on the work of the committee as progress is made. Informational item.
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**NEW BUSINESS**

8. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels invited the Board to join the Foundation for its first-ever virtual Read a Book Ball on July 11, 2015. The Foundation mailed invitations to potential donors throughout Milwaukee County and hopes to invite many more through social media. The Foundation's fundraising efforts to-date total approximately \$396,000 compared to \$303,000 last year. Contributions to the library total \$360,000 in terms of support of initiatives. Trustee Hamilton said the fundraising efforts should be applauded. Mr. Daniels added that the Friends of the Library have engaged two interior architecture and design students from the Milwaukee Institute of Art & Design (MIAD) to reimagine the Bookseller. A preliminary design will be reviewed next week. Informational item.
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**STRATEGIC DISCUSSION**

9. **Follow-up to Strategic Discussion – Resource Library.** President Gurda reminded the Board that Library Administration is gathering information regarding what services would be required of MPL in terms of what the resource library for the state might be and also costs associated with the responsibility. Director Kiely said that staff has connected with the Enoch Pratt Free Library, the public library of Baltimore. They are recognized as the resource library center for the state of Maryland and an agreement with the state provides funding of \$9 million per year. The Enoch Pratt Library has shared several documents related to their role as the resource library and a phone meeting is scheduled in early July. Library administration will use the information gathered to guide in the crafting of the white paper that addresses Central Library as a state resource library. Informational item.
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10. **Reengaging Lapsed Members.** Director Kiely distributed a Trustee Briefing dated June 22, 2015 on the topic of Blocked Library Cards, attached at the end of these minutes. President Gurda reminded the Board that MPL is launching an awareness campaign to increase the base of library card holders. The Board reviewed the Trustee Briefing noting that 373,000 individuals are currently registered library card holders but 38% have invalid cards due to unpaid overdue fines, fees for lost or unreturned materials or expired cards. Two recent remedies have been renewal reminders sent to patron's email addresses listed on their library card record and a payment plan for fines owed. President Gurda asked the Trustees if they view fines as a revenue source or as a means of encouraging the return of

10. **Reengaging Lapsed Members.** (continued)

materials in a timely manner and increasing access. Discussion ensued bringing forth ideas such as donor help from the Milwaukee Public Library Foundation, forgiveness with new probationary cards, partnering with other organizations and offering forgiveness with a donation of food or a back to school item. The Board was reminded that library fines generate revenue for the City's general fund. It was suggested that more detailed library card fine data, such as value, volume and material type, needs to be identified as the discussion continues. A forgiveness program may be a beginning to reengage lapsed members but an education piece should be included as part of the program to encourage responsible library card use. The library's awareness campaign will kick off later this year. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of June 23, 2015 was adjourned at 6:25 p.m.

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## Trustee Briefing

Topic: MPL Library Cards – Current Practice and Projects

Date: June 22, 2015

Author: Joan Johnson, Deputy Director

Milwaukee Public Library (MPL) has been responsive over the years to various types of needs for service by individuals and organizations. This has resulted in several different types of library cards that have slightly different parameters to best accommodate a particular user group. Currently MPL is conducting pilots at two schools designed to increase the number of students who have library cards and streamline the process for issuing cards to students across the city. In addition, we are testing how to work more effectively with groups on a short term basis to issue large batches of cards that can be immediately used for access to online resources without collecting individual patron data. Details of each project are outlined below along with general information about some of MPL's existing card types.

### Existing Card Types

- Regular adult, young adult, child and infant cards (the latter has a 5-item limit for J books only)
- Books2Go – for city of Milwaukee childcare centers that serve children ages 5 and under and participate in the B2G program. Allows for multiple users authorized by signer.
- Teachers' Resource Card – for teachers currently employed at a school (public, charter, or private) within the city of Milwaukee, regardless of their place of residence. Between Sept 2013 and Jan of this year, 198 of these cards have been created. About ½ expired last August. Usage: 5,717 items were checked out.
- Business – for business and corporate entities or non-profit organizations providing proof of business within the city of Milwaukee. Allows for multiple users authorized by signer.
- School/Nursing Home/Daycare - issued to a corporate body defined as a school or preschool, nursing home, or daycare center. Allows for multiple users authorized by signer.
- Daycare/School – for established daycare centers with non-profit status in the city of Milwaukee. Staff delivers deposit collections every three weeks.
- Senior Citizens and Physically Handicapped – for adults 60 years or older and adults who are physically handicapped and receiving social security disability. Card offers a 24-day grace period.
- Temporary resident – for patrons who reside at a shelter or transitional housing listed on MPLS's *Temporary Residence Address List*. Restrictions to borrowing privileges apply.
- Fee - for residents who reside outside of Milwaukee County, who wish to borrow Milwaukee Public Library materials. Cost is \$100 annually. As of Jan 2015 there were 111 cards in the system, but only 18 were not expired.

### Pilot Projects

#### Student School Library Cards

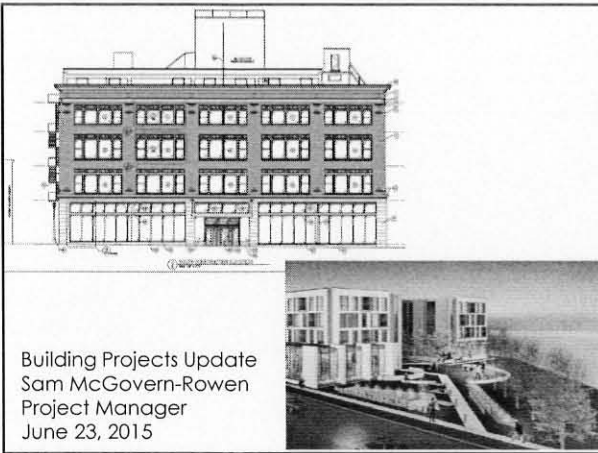
- Shared data for individual cards – library orientation at time of distribution

- Exemptions: presence of child and parent at time of registration, parent's signature, overdue fines and lost fees (but card is blocked until long-overdue items are returned)
- Privileges: Checkout up to 5 items, access to Internet and databases
- Expiration: 1 year, with option for parents to upgrade by signing for a regular card
- In September 2015, approximately 1400 library cards will be distributed at two schools

#### Summer Youth Intern Library Cards

- Batched group user cards using general program data– library orientation at time of distribution
- Exemptions: presence of child and parent at time of registration, parent's signature, overdue fines
- Privileges: Place holds on up to 5 items until card is activated, immediate access to Internet and databases
- Option to activate and sign for card with proof of legal name and participation in the Summer Youth Intern Program – full borrower privileges granted at that time. SYIP staff will help facilitate.
- Expiration: 1 year unless activated to regular, which is 2 years
- Since June 3<sup>rd</sup>, 2015, over 1000 cards have been distributed as part of a library presentation during orientation sessions for the interns (see attached flyer)

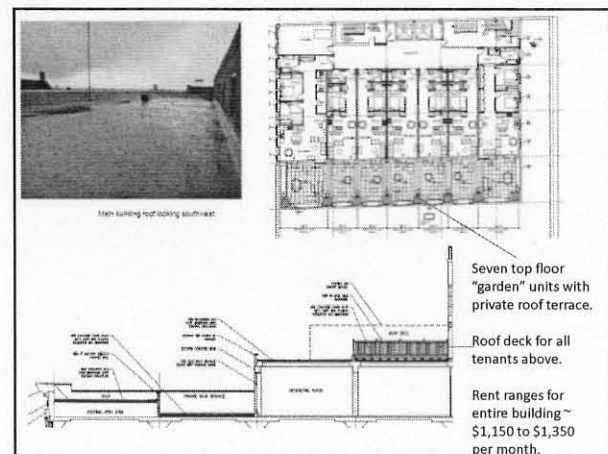
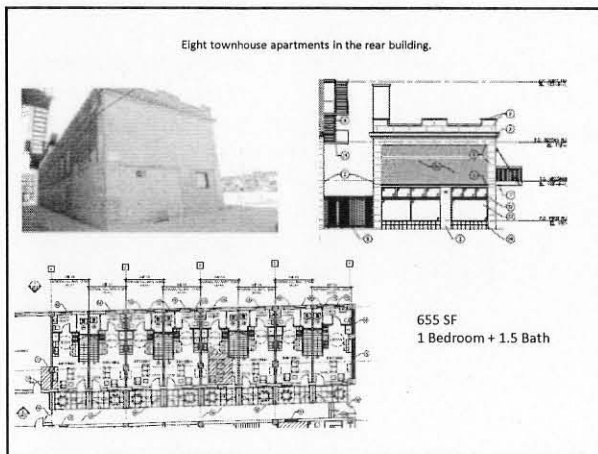
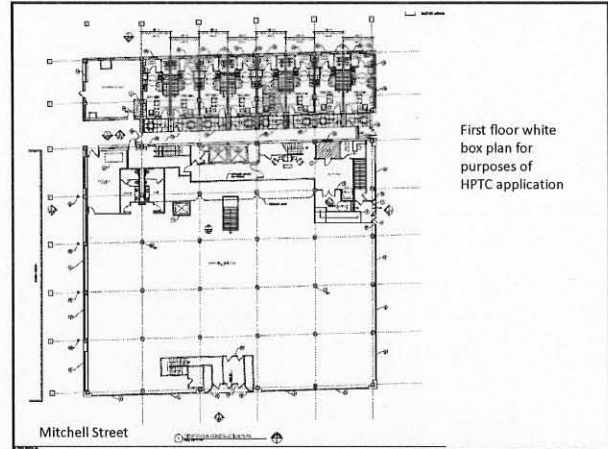
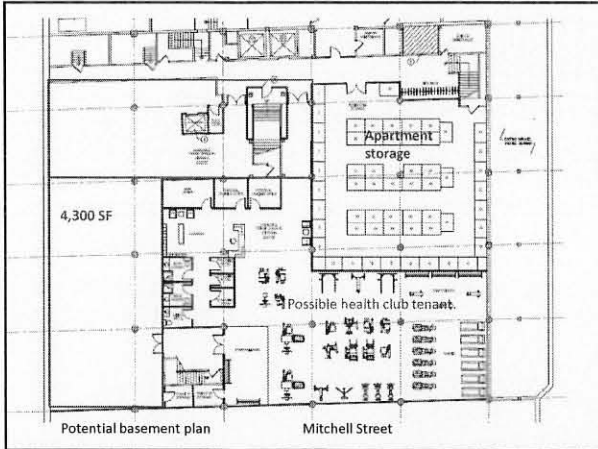


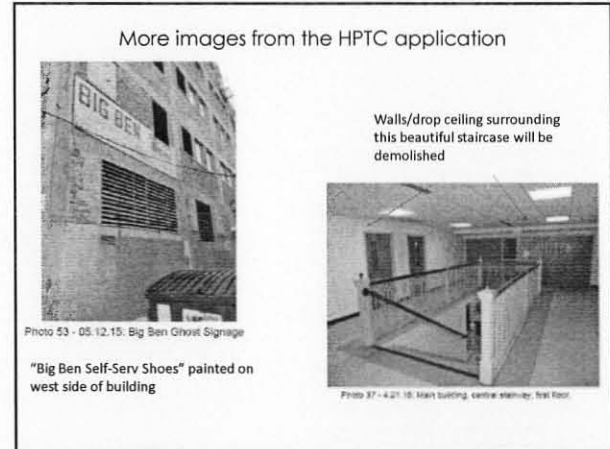
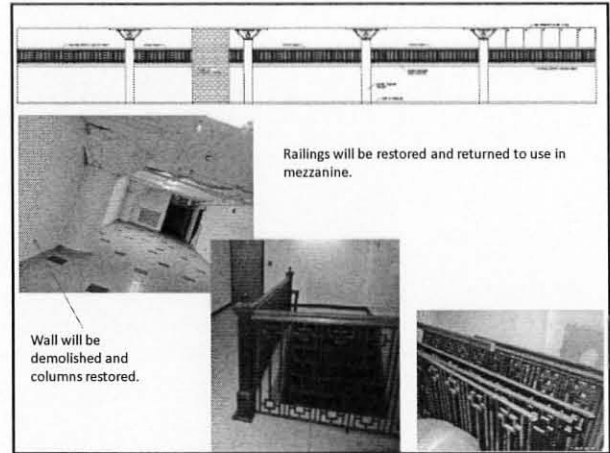
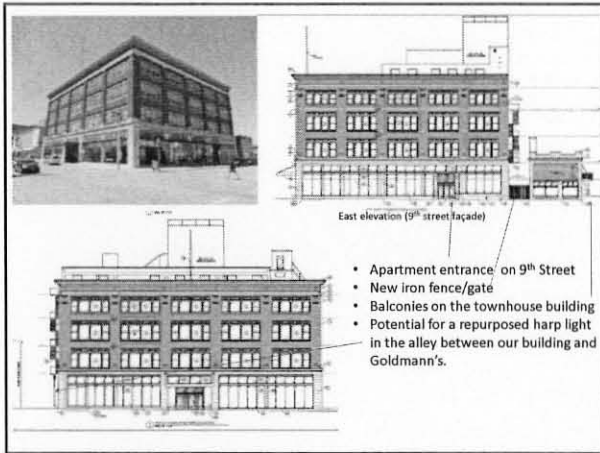


Forest Home/Mitchell

Gorman submitted the historic preservation tax credit application on June 12<sup>th</sup>

- 57 market rate apartment units for HPTC application
- Basement space provided for library and tenant. Potential for health club, yoga studio, or similar.
- Plan includes eight townhouse apartments in the back
- Seven garden apartments on the roof
- Activation of the alleyway between the former Goldman's building and our space
- Windows to be added to west side of library space for views into that alley
- Reinstallation of original railings at mezzanine
- Restoration of original storefront including curved glass at entrance





**Some recent meetings regarding the project:**

- City attorney's office to discuss development agreement timeline
- Ald. Jose Perez to update on plans
- State Rep. JoCasta Zamarippa to update on plans
- HGA: still negotiating terms of design contract
- Several meetings with Ted Matkom of Gorman to discuss HPTC application, funding, timing etc.
- Developer of Goldmann's Building, Randy Roth, to discuss the alley between the two buildings (he is very excited about the possibilities)
- Mitchell BID meeting to update them on the plans and to discuss future open house timing with HGA
- Dave Misky of the Redevelopment Authority to discuss parking lot, Good Hope project, and potential for NMTC.
- Met twice with the Director of the Cesar Chavez BID (Julio Maldonado) to discuss involvement in outreach into their communities for the open house with HGA

**Timeline/Activities: Mitchell project**

- Sign contract with library architect HGA

According to Developer:

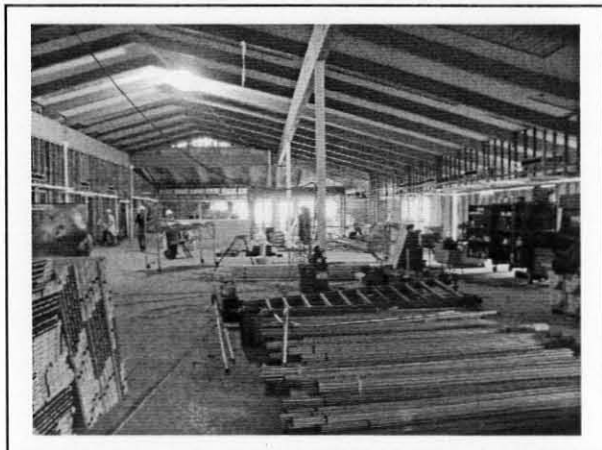
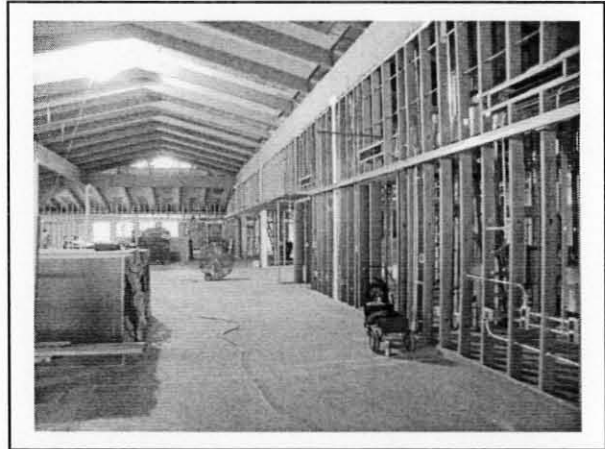
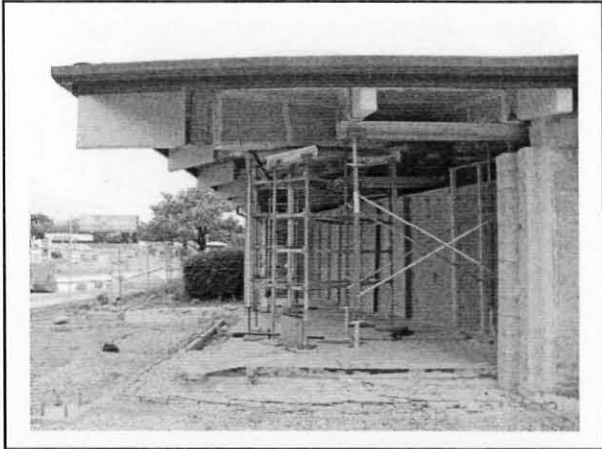
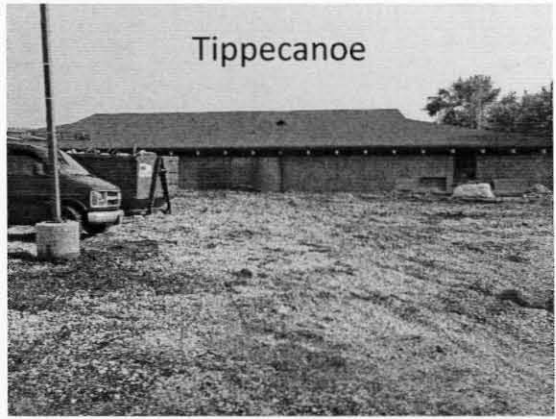
- State HPTC decision mid July
- Fed HPTC early August
- NMTC end of August
- Construction financing Sept 1 (WHEDA interested)

- Drafting of development agreement with City Attorney begins **Mid-August**
- Hold community wide open house for library design **early/mid-September date TBD**
- Assist developer with zoning approvals / City Historic Preservation Commission beginning **September**
- Gorman closes on purchase of property **4th Quarter** assuming HPTC award. Sign development agreement **4th Quarter**
- Demo/construction begins early as Q1 on **white box (90 days total to complete estimated by developer)**
- **Build out of library could begin April 2016**  
Open late 2016 or early 2017.

### Mill Road

- Developer was officially chosen at last board meeting
- RACM is holding on to Good Hope property for us
- RACM/DCD hiring a new real-estate employee that will assist us with our projects beginning in July
- Developers Maures/CommonBond are currently researching financing and will begin reporting on their progress before the next Building & Development committee meeting on July 2nd
- Goal is to complete development agreement with City Attorney's office by end of 2015.
- Developer anticipates applying for low-income housing tax credits in regular January 2016 round
- LIHTC awards in April 2016
- We could issue RFP for architect in Q1 2016 or wait until tax credit decision is made.
- If LIHTC is awarded we could begin construction 10/2016
- Open: 11/2017

### Tippecanoe





MILWAUKEE  
PUBLIC LIBRARY

Trustee Briefing

Topic: Blocked Library Cards  
Date: June 22, 2015  
Author: Paula Kiely, Library Director

**Background:**

The Library's Strategic Plan, *MPL 2020 - Our Plan for the Future*, calls for customer outcomes that include Milwaukee becoming a city of readers where residents are supported throughout their lives in pursuit of education, 21<sup>st</sup> Century Literacies and improved economic stability. The plan also calls for an increase in digital inclusion and increased use of library services by previously underserved market segments.

While anyone can enter a library and take advantage of many services, the full benefit of the library, and the successful achievement of our outcomes, requires the possession of a "valid" library card by community members. This card allows access to the full array of services, programs, and materials as well as access to computers, the Internet, numerous electronic resources, and virtual services. Over 373,000 individuals are currently registered library card holders; however, many of those cards cannot be used today for one of several reasons:

- 1) The card is blocked due to outstanding fines of more than \$5.00
- 2) The card has reached its 2-year expiration date and has not been renewed.
- 3) The card is blocked due to a rule infraction

Often, these situations are quickly remedied and the cardholder is once again able to use their card. Those who have the resources to pay their fines will do so. Those who are regular library users will renew their cards when reminded of their expiration.

By far, it is long-term unpaid fines, rendering cards invalid that are one of the greatest challenges to offering library service to the community and to achieving our stated outcomes. Many library cards have been issued to individuals who at one time demonstrated an interest in using the library, but who later became unable to continue use due to unpaid fines. Fines for most materials are 15 cents/day. Fines for overdue DVDs are \$1/day. Lending limits are generous and when due dates are not met, the fines can add up quickly, making payment of fines difficult for individuals with limited personal resources.

Anecdotally, some parents are reluctant to give permission for their children to have a card for fear of financial consequences. Individuals coming out of correctional centers no longer have access to the materials they may have checked out and also lack the financial resources to pay their fines.

**Opportunities and threats:**

During the Library's 2013 Strategic Planning Process, research provided a picture of library card users, showing what libraries Milwaukee residents were using, community traits, market penetration and market potential. Three market groups - Young Families, Global Roots, and Traditional Living – were targeted for increased service. These groups were selected based on the potential to increase library use and to make a positive impact on the families in those groups. Many families in these groups reside in economically challenged neighborhoods with low or very low household incomes. These are the same neighborhoods where many library cards are trapped due to unpaid overdue fines or fees for lost or unreturned materials.

To ensure that all members of our community can fully benefit from the library, a solution must be found for reducing or eliminating these outstanding balances so residents can use their library. Individuals without full access to services are unable to use library computers, access the Internet, use databases and e-resources, or check out materials. They may also feel unwelcome to use other library resources. Use of these services and collections has significant social and economic value when the benefits of services and the cost of purchasing these resources individually is considered. Early use of the library by parents and childcare providers is a critical step in ensuring children develop pre-reading skills and are ready to enter school.

**How other organizations facing similar issues, opportunities and threats are responding:**

Milwaukee Public Library is not alone in facing this challenge. Public Libraries across the country and in Canada are facing similar situations. The solutions undertaken or being considered by other libraries include programs that fit into several categories: collection strategies, forgiveness programs, and policy changes.

Collection strategies include notification systems, the use of a collection agency, and state-level setoff programs. Forgiveness programs can include waiving fines outright, reducing or waiving fines for a limited period of time (amnesty), eliminating fines as a benefit of participation in a reading program or food drive, and the forgiveness of fines for individuals enrolled in partner programs such as a poverty reduction campaign or a job training program. Policy changes include the lowering or complete elimination of fines (in some cases for children only), the automatic renewal of materials for extended periods to avoid the assessment of fines, annual purging of fines below a specified threshold on expired cards.

**Major choices, actions, decisions and/or shifts in direction to consider:**

The library has implemented collection strategies similar to other libraries, including the use of an email notification system to remind people to return their books and the use of a collection agency. MPL forgiveness programs include a long-standing policy that forgives fines accumulated on all children's and young adult cards (15-17 year olds), except for DVDs, provided the materials are returned. A new policy,

resulting from a Comptroller audit, allows managers to waive fines under certain circumstances and to establish payment plans.

The Board could consider additional strategies, including additional forgiveness programs and/or a change in policy related to fines. The Milwaukee Public Library Foundation and a local individual have expressed an interest in helping individuals to pay off their fines.

In considering best options, an important consideration is how the Board views fines. Does the Board view the fines as a revenue source or as a means of encouraging the return of materials in a timely manner? If revenue is the priority, then a recovery program can be designed to help residents in need of financial help. If the return of materials and increasing access to library services is the priority, then a forgiveness program and/or policy changes may be the best solutions.



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

June 24, 2015

To: Finance & Personnel Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairman Sup. Theo Lipscomb, JoAnne Anton, Ald. Milele Coggs,  
Joan Prince *all trustees are welcome to attend*  
MPL: Bill Lenski

Fm: Paula A. Kiely, Library Director

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

**MEETING NOTICE AND AGENDA**

1. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.**  
Library administration will report on internal accounting management.  
Attachment A, page 2
2. **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.
3. **Management of the MPL Trust Fund.** An update on the progress of transitioning to US Bank as MPL's Trust Fund advisor will be provided.

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**ATTACHMENT A-P. 13 of 32**  
**4.a.Finance & Personnel Agenda**  
**07/01/15**



# MEMORANDUM

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**Date:** June 24, 2015

**To:** Paula A. Kiely, Library Director

**From:** Taj Schoening, Library Business Operations Manager

**Re:** Internal Controls - Second Period 2015

I have confirmed that in March, April and May 2015 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 March, April and May 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 May 31, 2015

	May 31, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cert. of Deposit/Comm. Paper	467,000.00
Checking - US Bank	9,108.97
Common Stock	849.90
JPMorgan Investment Management	3,590,361.95
Total Checking/Savings	4,067,320.82
Total Current Assets	4,067,320.82
<b>TOTAL ASSETS</b>	<b>4,067,320.82</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Assigned - Gift	
Architectural Archives	9,353.51
AT&T/Microsoft	897.86
Bookfellows of Milwaukee	5,479.45
Children's Programming	-574.53
General Library Development	144,190.00
Great Lakes Marine	16,016.67
Interlibrary Loan	142.86
Little Memorial, Clara	1,228.06
Milwaukee Photo Collection	21,629.28
Railroad Drawings	5,062.25
Young Adult Programming	-91.67
Total Assigned - Gift	203,333.74
Restricted - Trust/Gift	
Goldstein	2,364.20
Hunkel	62,748.33
Strehlow	80,546.65
Talking Book & Braille Library	268,699.70
Total Restricted - Trust/Gift	414,358.88
Unassigned - Trust Fund	3,334,113.29
Net Income	115,514.91
Total Equity	4,067,320.82
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>4,067,320.82</b>

**MPLTrust and Gift Funds**  
**Revenues and Expenditures - Total All Funds**  
January through May 2015

	<u>Jan - May 15</u>
Ordinary Income/Expense	
Income	
Facilities Rental	4,925.00
Gifts	8,092.62
Investment Income	
Gains and Losses	134,445.51
Interest and Dividends	6,854.80
Total Investment Income	141,300.31
Other Income	36,821.59
Sale of Materials	1,306.90
User Fees	90.00
Total Income	192,536.42
Expense	
Equipment Purchases	19,365.41
Events	8,787.54
Honorarium	7,249.79
Library Materials	20.95
Memberships	1,137.50
Mileage	1,834.34
Miscellaneous Expenses	624.73
Outside Services	28,455.10
Photo Reproductions	126.28
Sales Tax	-13.83
Supplies	6,358.12
Training	3,075.58
Total Expense	77,021.51
Net Ordinary Income	115,514.91
Net Income	<u>115,514.91</u>



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

July 8, 2015

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 July 15, 2015  
4:00-5:00 p.m.  
Central Library, Old Board Room

**MEETING NOTICE AND AGENDA**

1. **2015-2016 Projects and Goals.** The committee will discuss the status of current projects, priorities for 2016, and future directions for 2017.
2. **2015-2016 Board Meetings.** The committee will review the use of the consent agenda and discuss topics for future 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](http://www.milwaukee.gov/lobby) or by calling (414) 286-2238.*

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

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**ATTACHMENT A-P.** 17 of 32  
4.b. Executive Minutes 07/15/15  
P. 19

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
EXECUTIVE COMMITTEE  
MINUTES  
Wednesday July 15, 2015  
Central Library  
Old Board Room**

**PRESENT:** Michele Bria, John Gurda, Ald. Ashanti Hamilton, Paula Kiely

**EXCUSED:** Sup. Theo Lipscomb

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Chair John Gurda called the meeting of the Board's Executive Committee to order at 4:15 p.m. on Wednesday July 15, 2015 with a quorum present.

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1. **2015-2016 Projects and Goals.** Director Kiely distributed a document titled 2015 Projects Midyear Update July 15, 2015 that listed MPL's major initiatives and improvements and their status. The committee reviewed the report. Director Kiely said that MPL has contracted with a consultant to evaluate the Express Vending library, which opened in October of 2014, to determine the potential for replication at other sites. It was suggested that Wi-Fi become available and teens at Westlawn be surveyed as to why or why not they use the vending library. There is a new timeline for the redevelopment project of the Mill Road branch due to the delay on finalizing the selection of the developer. The Forest Home branch redevelopment is on track and community input sessions will be held at the Hills building in September. The Tippecanoe branch renovation is expected to be completed this fall. The Awareness Campaign and the Library Card Campaign are progressing for a fall start. Delayed projects include Community Digital Inclusion, Staff Performance Evaluation Revision and Collection Standardization. It was noted that 507 new volunteers were recruited in the past year due to the hiring of the Volunteer Coordinator. The development of Spanish-speaking staff continues and Spanish-speaking staff have been deployed to the Forest Home branch to serve our customers.

Director Kiely said the priorities for 2016 include the library card campaign and the Branch Building Initiative. Construction Project Manager Sam McGovern-Rowen is establishing a timeline for each project. Initiatives will continue to directly relate to the MPL Strategic Plan 2020. The projects update document is attached at the end of these minutes Information item.

- 
2. **2015-2016 Board Meetings.** The committee evaluated the use of the consent agenda which has been in use since January 2015. Trustees were in agreement that the consent agenda format has been successful. The agenda also includes an education piece and strategic discussion on specific topics. As new ideas are generated on library issues and consensus evolves around an idea, goals can be set, action steps can be taken, and policies can be revised if necessary.

Regarding topics for future meetings, there was a brief discussion on Central library's media room, which has not been renovated, and how that space may be connected to education with other partners. It was noted that dialogue with the Trustees lays the groundwork for opportunity on future projects, programs and services as funding allows. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees Executive Committee meeting of July 15, 2015 was adjourned at 5:25 p.m.

**ATTACHMENT A-P.** 18 of 32  
4.b.Executive Minutes 07/15/15

**2015 Projects  
Midyear Update  
July 15, 2015**

**Major Initiatives and Improvements**

Project	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.	<b>Installation Completed</b>  <b>Evaluation Plan Underway</b>	Library opened October 2, 2014 <b>Outreach restarted and running through August 6</b> <b>Contracted with consultant to evaluate program, to be completed in March 2016</b>
Mill Road Redevelopment	Work with selected developer on agreement, pending tax credit awards and design buildout of library with architect to be selected.	<b>Delayed – New Timeline</b>	<b>Maures Development / Common Bond proposal selected</b> <b>Housing Tax Credit application to be filed in January 2016</b>
Forest Home Redevelopment	Work with community and board to determine best location and partners for a new branch library.	On Track	Process to be completed by fall 2015 <b>Gorman &amp; Co. proposal selected</b> <b>Developer waiting for response to Historic Preservation Tax Credit applications</b> <b>HGA Selected to design library</b> <b>Community input sessions being scheduled for September</b>
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 <del>June</del> <b>Fall 2015.</b> <b>Construction underway</b>

2015 Projects  
Midyear Update  
July 15, 2015

Project	Goal	Status	Upcoming/Notes
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	<p>Planning for Mayoral summit in progress</p> <ul style="list-style-type: none"> <li>• Seeking keynote and date</li> <li>• Met with community leaders for guidance</li> </ul> <p>Public Survey Completed</p> <ul style="list-style-type: none"> <li>• Results to be published</li> </ul> <p>National Edge Survey completed May 1, 2014  <b>New Assistant Director of Collections, Technology and Technical Services hired</b>  <b>New Timeline TBD</b></p>
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.	<b>Planning in Process</b>	<p>Campaign advisory group <del>under recruitment</del> <b>recruited</b>            Campaign to launch <del>in first half of 2015</del> <b>late 2015</b>            Library Foundation engaged in fundraising for campaign  <b>Confirmed partners include Roundy's, Robert W. Baird, Cramer-Krasselt, Fox6</b>  <b>Messaging for priority target markets drafted</b></p>
Library Card Campaign	<b>Restore use of library by existing/past card holders and increase the number of new card holders.</b>	<b>In Progress</b>	<p><b>Committed to ConnectED – Library Challenge; certified partnership between Mayor, MPS Superintendent, UCC Director, and Library.</b>  <b>Partnered with Earn and Learn Program and issued cards to all students.</b>  <b>All-school library card distribution pilots at two schools scheduled for September 2015.</b>  <b>Researched forgiveness programs used at other urban libraries.</b></p>

2015 Projects  
Midyear Update  
July 15, 2015

Improvements

Project	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"> <li>• Research underway on best practices, standards.</li> <li>• Consultation with Singer Group, Paula M. Singer, PhD. – Performance Management Model and Process</li> <li>• Joined City's/DER's E-Performance Committee</li> </ul>
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 <b>New Assistant Director of Collections, Technology and Technical Services hired</b> <b>New Timeline TBD</b>
Volunteers	Increase capacity through the development of an active volunteer initiative, with a ROI in the first year of \$300,000	In Progress	Volunteer Coordinator hired Staff submitting volunteer requests Volunteers being recruited and deployed <b>507 new volunteers recruited in past 12 months.</b> <b>Value of time donated nearly \$85,000</b>
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 SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: JUNE 7, 2015 THROUGH JULY 4, 2015

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Thomas Hage - Library Youth Educator - EOS /East & Villard Square 06/08/15

TEMPORARY APPOINTMENT

Maria Huerta-Cervantes - Library Circulation Assistant I - Forest Home 06/22/15

TEMPORARY ADDITIONAL ASSIGNMENT

Anthony Frausto - Library Branch Manager - Washington Park 06/07/15  
To: Library Branch Manager - Washington Park and Atkinson

EXPIRATION OF TEMPORARY APPOINTMENT

Maria Huerta-Cervantes - Library Circulation Assistant I - Forest Home 05/29/15

EXPIRATION OF TEMPORARY APPOINTMENT / RESTORE TITLE

Cassandra Lapworth - Library Branch Manager to Librarian II - Atkinson 06/06/15

PROMOTION

Ahnong Vang Schacherer - Prog Asst II to Administrative Specialist Sr. - Business Section 06/07/15  
Ashante Yates - Library Circulation Aide to LPT - Library Circulation Assistant I -Mill Road 06/07/15  
Destiny Sconiers - Library Circ Aide to LPT - Library Circulation Assistant I -Villard Square 06/21/15

PROMOTION / TRANSFER

Cassandra Lapworth - Librarian II - Atkinson 06/07/15  
To: Librarian III - Subject Services / Humanities and Archives

Mary Milinkovich - Librarian V - Subject Services / Arts and Media 06/07/15  
To: Library Public Services Area Manager - Administration

ADDITIONAL ASSIGNMENT ENDED

Enid Gruszka - Library Branch Manager - Capitol and Mill Road 06/07/15  
To: Library Branch Manager - Mill Road

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Kelly Hughbanks - Librarian V - EOS / CLCR - 36.9 hours 06/08/15  
Rose Laack - Library Technician II - Technical Services / CCDM - 36.1 hours 06/08/15  
Brooke VandeBerg - Marketing & Pub Relations Officer - Comm & Marketing - 46.5 hours 06/08/15  
John Wilson - Custodial Worker II - CL - Facilities & Fleet - 16 days 06/10/15  
Kelly Hughbanks - Librarian V - EOS / CLCR - 46.9 hours 06/22/15  
John Wilson - Custodial Worker II - CL - Facilities & Fleet - 1 month 06/27/15  
Rose Laack - Library Technician II - Technical Services / CCDM - 30.0 hours 06/30/15



RETURN FROM LEAVE OF ABSENCE

Aspen Mitchell - Library Circulation Aide - Circulation 06/16/15  
John Wilson - Custodial Worker II - CL - Facilities & Fleet 06/26/15

TERMINATION DURING PROBATION

Destiny Williams - Library Circulation Aide - WTBBL 06/10/15

RESIGNATION

Jeffrey Butcher - Custodial Worker II - CL - Facilities and Fleet 06/20/15

RETIREMENT

Taj Schoening - Library Business Operations Manager - Administration 06/27/15  
MPL Service Credit: 16 years 9 months 6 days

MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 June 30, 2015

2015

2014

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$21,014,629	\$10,181,110	48.4%
Fines	\$350,000	\$141,647	40.5%
Lost Materials, etc.	\$124,800	\$79,252	63.5%
MCFLS Contracts	\$713,000	\$183,973	25.8%
<b>Total City Appropriation</b>	<b>\$22,202,429</b>	<b>\$10,585,982</b>	<b>47.7%</b>

	Budget	Received to date	% Received
	\$20,792,441	\$10,175,395	48.9%
	\$350,000	\$148,346	42.4%
	\$129,800	\$54,856	42.3%
	\$713,000	\$187,985	26.4%
<b>Total</b>	<b>\$21,985,241</b>	<b>\$10,566,582</b>	<b>48.1%</b>

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,938,460	\$5,976,370	50.1%
Fringe Benefits	\$5,372,306	\$2,464,507	45.9%

	Budget	Spent to date	% Spent
	\$11,836,357	\$5,885,999	49.7%
	\$5,516,088	\$2,642,964	47.9%

Operating Expenses

<i>General Office Expense</i>	\$158,000	\$38,646	24.5%
<i>Tools &amp; Machinery Parts</i>	\$31,000	\$17,825	57.5%
<i>Construction Supplies</i>	\$37,400	\$23,100	61.8%
<i>Energy</i>	\$759,551	\$301,200	39.7%
<i>Other Operating Supplies</i>	\$245,224	\$93,986	38.3%
<i>Vehicle Rental</i>	\$8,300	\$4,903	59.1%
<i>Non-Vehicle Equipment Rental</i>	\$32,700	\$12,299	37.6%
<i>Professional Services</i>	\$74,000	\$67,205	90.8%
<i>Information Technology Services</i>	\$319,748	\$222,587	69.6%
<i>Property Services</i>	\$958,285	\$447,080	46.7%
<i>Infrastructure Services</i>	\$26,000	\$33,086	127.3%
<i>Vehicle Repair Services</i>	\$500	\$0	0.0%
<i>Other Operating Services</i>	\$117,600	\$67,014	57.0%
<i>Reimburse Other Departments</i>	\$76,900	(\$504)	-0.7%
<b>Total</b>	<b>\$2,845,208</b>	<b>\$1,328,427</b>	<b>46.7%</b>

	\$171,158	\$41,158	24.0%
	\$26,100	\$13,524	51.8%
	\$40,900	\$12,509	30.6%
	\$743,658	\$320,897	43.2%
	\$262,246	\$126,781	48.3%
	\$8,300	\$3,547	42.7%
	\$31,800	\$12,745	40.1%
	\$59,000	\$68,680	116.4%
	\$295,000	\$157,613	53.4%
	\$871,862	\$349,517	40.1%
	\$26,000	\$21,570	83.0%
	\$500	\$2,500	500.0%
	\$137,212	\$73,350	53.5%
	\$76,900	\$2,117	2.8%
<b>Total</b>	<b>\$2,750,636</b>	<b>\$1,206,508</b>	<b>43.9%</b>

Equipment

<i>Library Materials</i>	\$1,553,652	\$700,400	45.1%
<i>Computers, etc.</i>	\$427,898	\$86,769	20.3%
<i>Other</i>	\$64,905	\$29,509	45.5%
<b>Total</b>	<b>\$2,046,455</b>	<b>\$816,678</b>	<b>39.9%</b>
<b>Total City Expenses</b>	<b>\$22,202,429</b>	<b>\$10,585,982</b>	<b>47.7%</b>

	\$1,566,653	\$798,579	51.0%
	\$256,110	\$12,172	4.8%
	\$59,397	\$20,360	34.3%
<b>Total</b>	<b>\$1,882,160</b>	<b>\$831,111</b>	<b>44.2%</b>
<b>Total</b>	<b>\$21,985,241</b>	<b>\$10,566,582</b>	<b>48.1%</b>

MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 June 30, 2015

2015

2014

ADDITIONAL FUNDING SOURCES

	Budget	Spent to date	% Spent
<b>Other Dept. Appr.</b>			
<i>Villard Square Lease</i>	\$13,182	\$0	0.0%

	Budget	Spent to date	% Spent
	\$13,182	\$0	0.0%

Contract Grants

<i>Teacher in the Library</i>	\$100,000	\$57,288	57.3%
<i>WTBBL</i>	\$968,700	\$857,971	88.6%
<i>ILS</i>	\$86,803	\$83,636	96.4%
<b>Total</b>	<b>\$1,155,503</b>	<b>\$998,895</b>	<b>86.4%</b>

	\$100,000	\$50,401	50.4%
	\$968,700	\$824,430	85.1%
	\$84,690	\$75,321	88.9%
<b>Total</b>	<b>\$1,153,390</b>	<b>\$950,152</b>	<b>82.4%</b>

Trust Fund

<i>Materials</i>	\$59,468	\$51,244	86.2%
<i>Programming</i>	\$74,250	\$11,037	14.9%
<i>Training</i>	\$7,200	\$6,788	94.3%
<i>Marketing</i>	\$12,000	\$7,565	63.0%
<i>Contingency</i>	\$1,500	\$734	48.9%
<b>Total</b>	<b>\$154,418</b>	<b>\$77,368</b>	<b>50.1%</b>

	\$53,846	\$0	0.0%
	\$23,500	\$9,700	41.3%
	\$7,500	\$5,488	73.2%
	\$11,000	\$4,291	39.0%
	\$1,000	\$570	57.0%
<b>Total</b>	<b>\$96,846</b>	<b>\$20,049</b>	<b>20.7%</b>

Foundation Funds

	Balance	Spent to date	% Spent
<i>Materials</i>	\$264,320	\$159,134	60.2%
<i>Other Activities</i>	\$50,500	\$20,142	39.9%
<i>Programming</i>	\$483,538	\$143,502	29.7%
<b>Total</b>	<b>\$798,358</b>	<b>\$322,778</b>	<b>40.4%</b>

	Balance	Spent to date	% Spent
	\$482,975	\$70,645	14.6%
	\$0	\$0	0.0%
	\$263,877	\$106,720	40.4%
<b>Total</b>	<b>\$746,852</b>	<b>\$177,365</b>	<b>23.7%</b>

Investments

U.S. Bancorp Commercial Paper #338101978 (rated A1/P1) dated 06/05/15 and maturing 07/06/15 at a rate of 0.09%.....\$452,000.

## **Director's Report June / July 2015**

Summer continues to draw readers of all ages into the library. Enrollment in the Super Reader Summer Reading and Teen Put Your Face in a Book Programs is near 20,000 placing us at 80% of our goal of enrolling 25,000 students. All youth attending a school in Milwaukee received their Super Reader folder in school, prior to leaving for the summer break. We continue to reach out to encourage participation with the assistance of the Mayor's Office and through our media partnership with Fox6 and collaborations with Safe and Sound, the Housing Authority, MPS, the Water Department, and the Summer Reading Partnership.

Work continued on the Awareness Campaign with partners Roundy's, Robert W. Baird, Cramer-Krasselt, and the Library Foundation. Priority messages for our primary target markets are being drafted and will be tested in the upcoming weeks.

Deputy Director Joan Johnson attended the Urban Libraries Council Annual Forum and on behalf of the Library Board and staff accepted the 2015 Top Innovator Award for Operations. The Branch Redevelopment Project was recognized for transforming how we plan for and replace our branch libraries through partnerships to build mixed-use developments. This initiative came from our 2010 long-term facilities plan, Rethinking Libraries for the 21st Century.

My other activities included attending the installation of the final component of public art at the East Library and meetings with donors, the UWM School of Information Studies Fundraising Cabinet, and MIAD students who are redesigning the BookSeller used book store. I have been meeting with staff, including each Central Library department and each branch. Recent staff meetings include East, Tippecanoe, and Center Street branches.

### **Exhibit**

Maurice Sendak: 50 Years, Works, Reasons. This exhibit is a comprehensive memorial exhibit celebrating the 50th anniversary of the publishing of the beloved book, "Where the Wild Things Are." Featuring pieces primarily from private collectors, this unique exhibit spans Sendak's lifetime; from an art assignment completed in 10th grade to sketches completed later in life. His famous monsters feature heavily, but his other well regarded works such as In the Night Kitchen, Really Rosie, and Little Bear are also represented. MPL is the exclusive venue for Wisconsin. The exhibit, which runs through August 23, was made possible through the generous donation of Jim Weimer's time for this artistic vision, presenting sponsor Pick n' Save for its promotional efforts, Penworthy Books for underwriting the kickoff activities, and the Brewers Community Foundation and Brewers Wives for underwriting the children's programming.

### **Event**

Maurice Sendak Kickoff. The exhibit of original artworks by celebrated children's book author and illustrator Maurice Sendak opened on July 10. Milwaukee Public Library's highly anticipated summer exhibit, Maurice Sendak: 50 Years, 50 Works, 50 Reasons featuring 50 original works by the late great children's author and illustrator Maurice Sendak, had a kick-off to remember on Saturday July 11. Families gathered at the Central Library to celebrate Mr. Sendak's work and legacy by exploring the exhibit, creating Sendak inspired monster and crown

crafts with Artists Working in Education. Entertainment included a performance by children's improv group Kidsplay, and learning dance moves with Mind, Body & Soul. Kids and adults alike enjoyed getting their face painted with monsters and crowns, decorating cookies, and playing memory and matching games in Little Bear's Forest. The family lick-off was a wonderful way to begin Milwaukee Public Library's #SummerofSendak. Total attendance: 429

Inaugural Reading of the 2015-2017 Milwaukee Poet Laureate, Matt Cook. Over 100 guests joined Library Director Paula Kiely and the Friends of the Milwaukee Public Library to celebrate the installation of Matt Cook as Milwaukee Poet Laureate for 2015 – 2017. Mr. Cook read selections of his poetry, enchanting a standing room only crowd, in the first of many presentations he will make during his two year term as Milwaukee's ambassador of poetry.

## **Programs**

Anatomy of a Book: the History and Conservation of Printed Material – a Richard E. and Lucile Krug Rare Books Room Education Series Program. James Twomey, an associate of the American Institute for Conservation, and for thirty-two years a professional book and paper conservator, gave a fascinating presentation, attended by 31 visitors, on the history of books, printing and paper in which examples of printing styles and materials were shown; step-by-step restoration methods were highlighted - most notably a restoration of the Bible that all Wisconsin Governors have used in their swearing-in ceremonies. Questions on preservation issues were answered; and, books from the library's rarities collection dating from the 1400s through the 2000s were used to highlight differences in book bindings and papers over the centuries.

Author Visit. Author Marc Fischer presented a talk on his new book "Public Collectors," which presents information on a wide array of collections and includes commentary and essays exploring the problems and politics of collecting materials that may lack conventional monetary or cultural value. Copies of the book were available for purchase and a few items from collections mentioned in the book were on display. The author also gave a brief description of his newest project, entitled "Hardcore Architecture". There were 13 enthusiastic attendees at the program.

Juneteenth Day. On Friday, the city celebrated Juneteenth Day. This was the 44th Milwaukee observance of Juneteenth. It was a beautiful day for families to enjoy the great food and festivities. The King branch welcomed 1,425 patrons and visitors to our library. Library Reference Assistant Joy Mahaley had a table outside in the parking lot with fun activities for families. She and her helpers, Circulation Assistants Alexis Humphries and Donielle Lewis, registered 133 Super Readers! Special thanks to Branch Custodian Mark Mathews for managing the barricades/parking lot and the bathrooms. Finally, special thanks to Branch Library Services Assistant Lashauna Miller and Librarian Irene Moraniec who worked hard to ensure the library ran smoothly. Thanks to all who helped make this day a great success!

Design Your Own Graphic Tee. On the afternoon of June 16, Artist Fatima Laster, with help from Villard Square Librarian Jessie Moore, led a Design Your Own Graphic Tee program for teens. The 12 teens, 2 adults, and 1 child in attendance designed their own shirts partially inspired by 20th century artist Piet Mondrian, using a variety of different paints. One group from the upstairs Villard Square apartments attended as a family, coming into the library specifically for the program. The attendees displayed great creativity and all had a great time.

Earn and Learn. Every summer, the library supports Mayor Tom Barrett's Earn and Learn program by employing at least a dozen participating young adults as interns who work in various library departments and branches throughout the system. This year, in addition to providing work opportunities, we have also issued library cards to all participants in the program, about 1,100 students city-wide. As part of a pilot, a new Teen Intern Card was created that allows access to the library's online resources from school, home or work, and teens can use databases, homework help resources, ebooks, and free music downloads. A team of energetic library staff members, led by Education Outreach Specialist Victoria Sanchez and Education and Outreach Services Librarian Katharina Himsel gave presentations and distributed the cards at fifteen orientation sessions at the Milwaukee Area Workforce Investment Board and Manpower Inc.

## **Outreach**

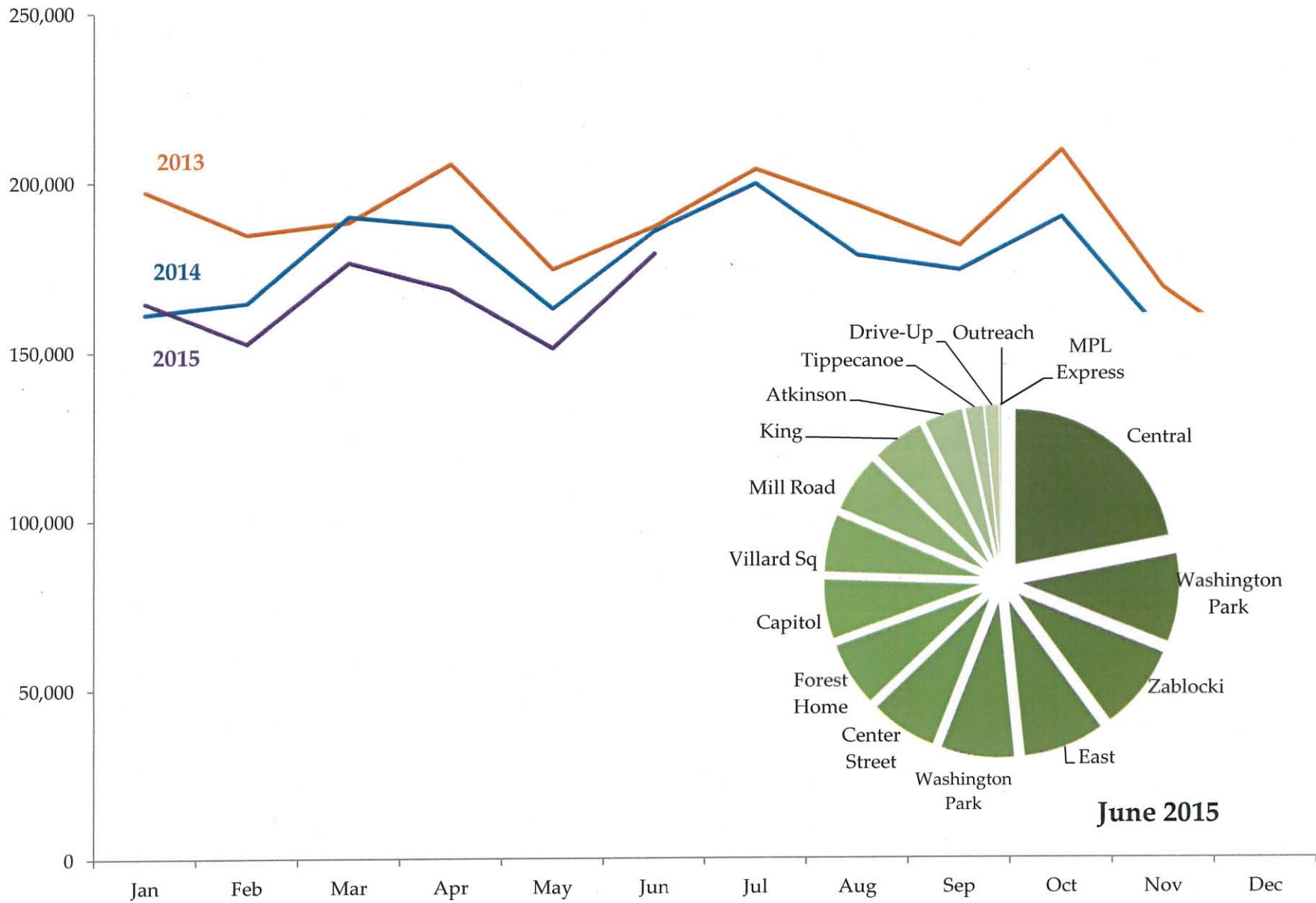
ILEAD. ILEAD USA is a nationwide leadership immersion program utilizing web technologies. ILEAD USA – Wisconsin's charge is to expand library staff members' leadership skills and their ability to use participatory technology to address an identified community need. Martin Luther King Branch Manager Deborah Olguin is a member of Team Minerva which is comprised of five librarians from five different Wisconsin library systems. The need the team identified is bridging the gap between public libraries and school libraries. The team is creating a web portal as a resource for school and public librarians. They meet again in October in Green Lake. Each team member was asked to connect with a Community Representative. Ms. Olguin is working with Library Media Specialist Sally Hinkfuss from MPS.

World Health Conference. Center Street Branch Manager Hermoine Bell Henderson attended the Women of the World Health Conference on June 6 at Marquette University. The event is hosted by the branch's community partner, the National Kidney Foundation. Ms. Bell Henderson promoted library resources including Zinio, Freegal, and Overdrive, the Summer Reading Programs, health resources, and the importance of having a library card to their 150 attendees. This was a great way to connect with other organizations and the older population to remind them that MPL has something for everyone!

Youth Jam. Mill Road Librarian Christy Coulter participated in the first Annual Sherman Park Summer Youth Jam with entertainment and activities on June 13. She spoke to approximately 40 people about library programs and services. The event was sponsored by Public Allies in collaboration with the Sherman Park Community Association and Safe & Sound.

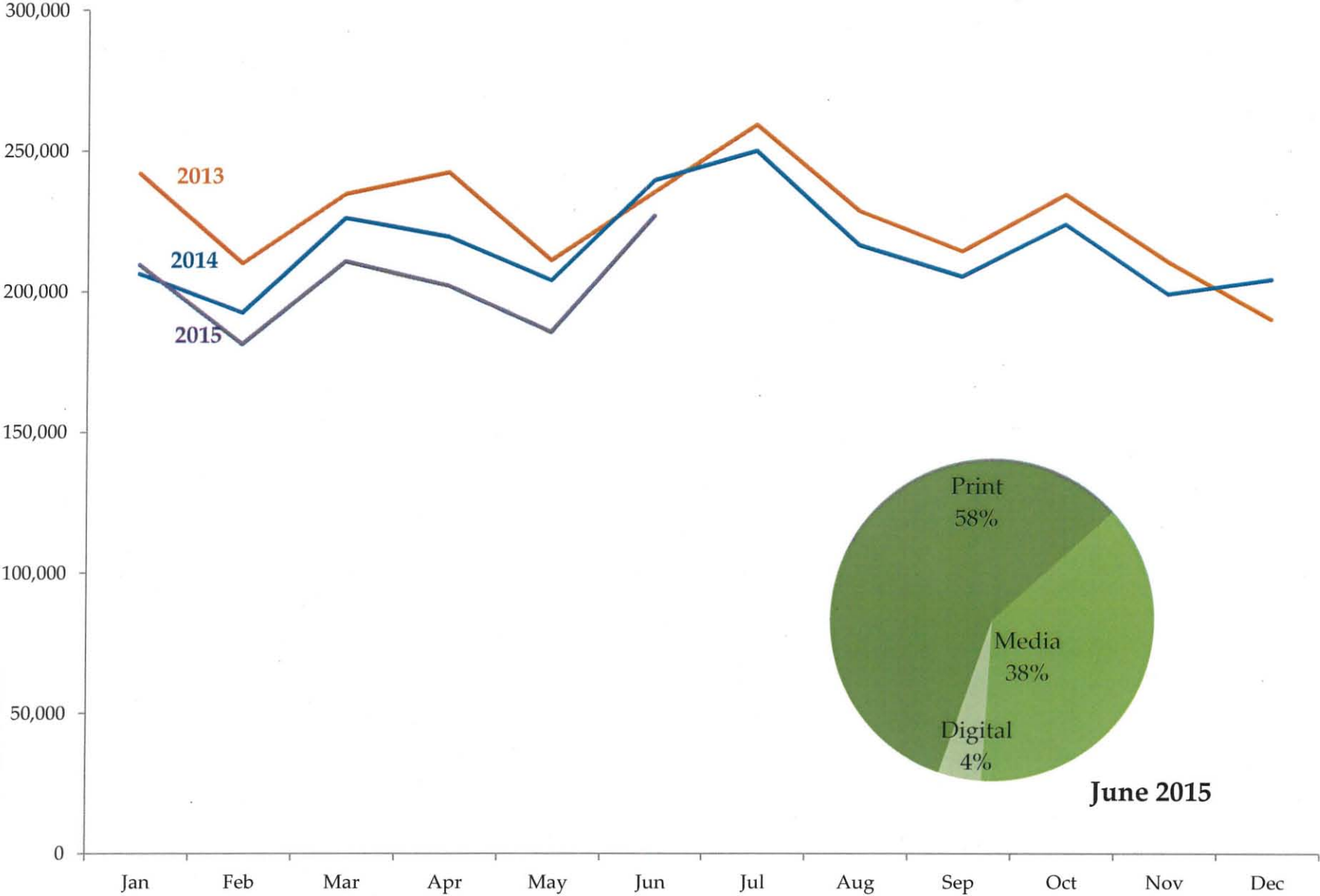
Summer Reading. Bay View's Children's Librarian Fran Gieldon attended the June 2 Bay View Neighborhood Association's "Chill on the Hill" concert promoting the Summer Reading Program and registering 48 children at the event. Also, at the Milwaukee Public Schools sponsored event on June 6, "Run into Summer", Ms. Gieldon registered 45 children from the Bay View and Tippecanoe service areas, for the MPL's Summer Reading Club.

# Milwaukee Public Library Visits



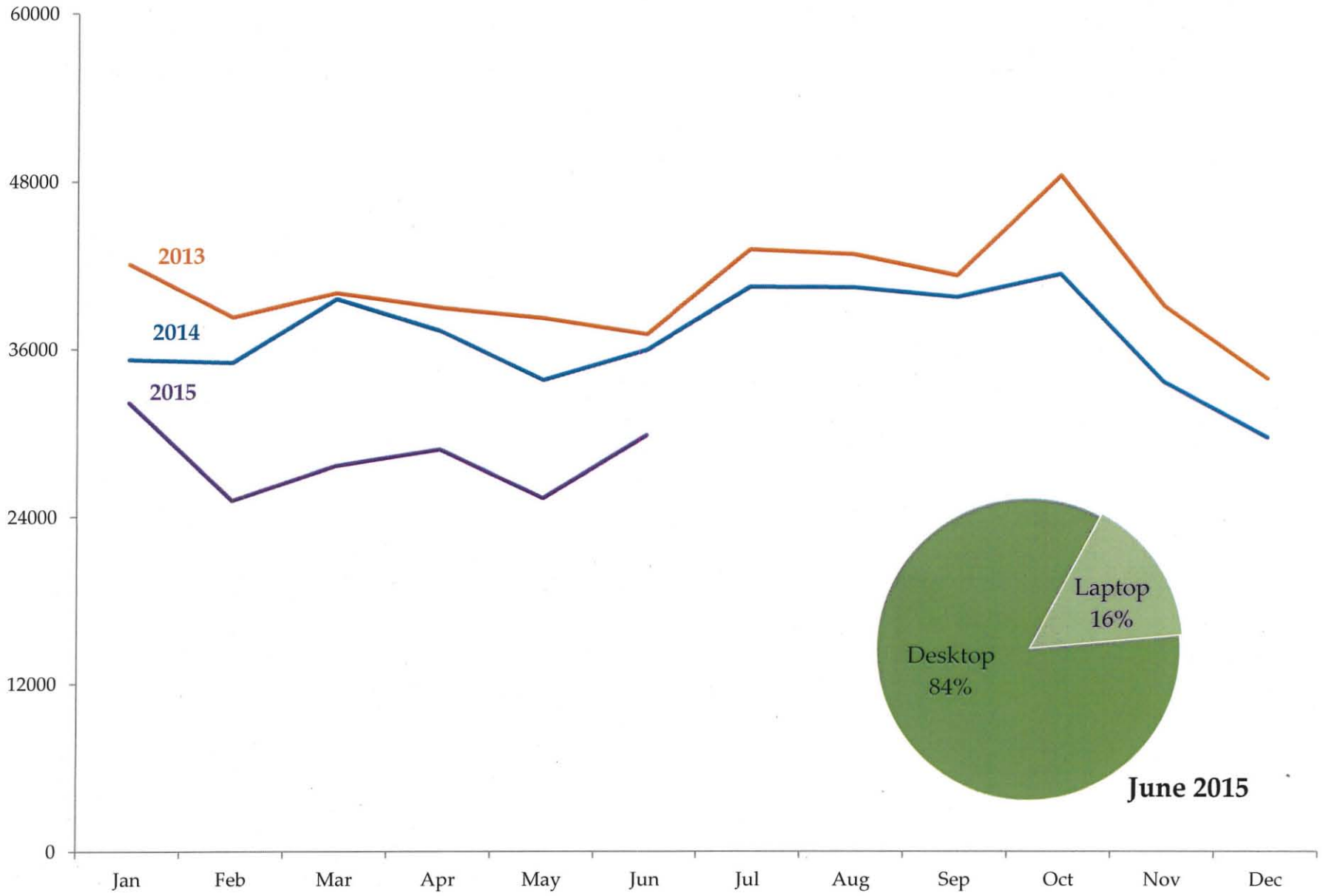
June 2015

# Milwaukee Public Library Circulation





# Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
June, 2015**

<b>Unique Visitors to the MPL Website</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	299,173	81,472	267.2%	1,467,031	530,292	176.6%

<b>Database Hits</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date <sup>1</sup>	% Increase or Decrease
	3,862	2,345	64.7%	26,369	20,901	26.2%

<b>OverDrive Digital Download Circulation, by format</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	6,576	6,714	-2.1%	40,636	36,708	10.7%
Audiobooks	3,457	2,801	23.4%	19,254	14,662	31.3%

<b>Downloads of Digital Music through Freegal<sup>2</sup></b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	3,163	1,865	70%	18,385	11,335	62%

<b>Milwaukee Patron Holds Placed Through CountyCat</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	39,594	40,772	-2.9%	247,615	250,686	-1.2%

<b>Paging Slips</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	12,328	11,894	3.7%	73,358	76,332	-3.9%
Atkinson	783	842	-7.0%	4,095	4,608	-11.1%
Bay View	2,614	2,747	-4.8%	15,180	17,285	-12.2%
Capitol	2,507	2,434	3.0%	14,808	14,794	0.1%
Center Street	1,034	1,001	3.3%	5,871	5,948	-1.3%
East	2,109	1,276	65.3%	11,240	6,986	60.9%
Forest Home	988	951	3.9%	5,831	5,352	9.0%
Martin Luther King	867	725	19.6%	4,796	4,222	13.6%
Mill Road	1,237	1,086	13.9%	6,948	6,053	14.8%
Tippecanoe	350	1,505	-76.7%	3,774	8,656	-56.4%
Villard Square	902	734	22.9%	5,167	4,412	17.1%
Washington Park	1,113	966	15.2%	6,344	6,198	2.4%
Zablocki	2,157	2,293	-5.9%	13,900	12,934	7.5%
YCOS--Outreach	116	36	222.2%	573	1,067	-46.3%
<b>TOTAL</b>	<b>29,105</b>	<b>28,490</b>	<b>2.2%</b>	<b>171,885</b>	<b>174,847</b>	<b>-1.7%</b>

<sup>1</sup>No count for April & May 2014.

<sup>2</sup>Usage limit increased to 5 (from 3) per week in Oct. 2014.



## STRATEGIC DIRECTIONS

I. Enrich member libraries' ability to serve patrons

II. Provide richer experiences directly to the patrons through coordination and delivery of system-wide services

### MISSION

The Milwaukee County Federated Library System (MCFLS) helps provide outstanding library service for all Milwaukee County citizens by:

- > facilitating cooperation among member libraries,
- > improving access and encouraging resource sharing,
- > promoting the most effective and efficient use of available funding, and
- > assisting member libraries with current and evolving technology.

III. Advocate for Milwaukee County libraries and their issues throughout the region, state, and county

IV. Improve MCFLS operations to better meet member library needs

# SERVICE GOALS

MCFLS will work toward the strategic directions by aligning organizational and staff work plans to reach service goals through system initiatives and activities.

Enrich member libraries ability to serve patrons

- A. Provide member libraries consistent and straightforward access to richer and more useful data
- B. Connect member libraries to the expertise they need
- C. Help member libraries effectively use a rising level of technology

Provide richer experiences directly to the patrons through coordination and delivery of system-wide services

- A. Develop and promote system circulation standards for MCFLS libraries
- B. Promote system services through a marketing plan
- C. Develop system-coordinated electronic resources/databases service

Advocate for Milwaukee County libraries and their issues throughout the region, state, and county

- A. Participate actively in state efforts to remodel library systems
- B. Seek collaborative solutions outside the system to common challenges among MCFLS libraries.
- C. Advocate for system issues and interests at the county and state level

Improve MCFLS operations to better meet member library needs

- A. Review use of resources
- B. Train MCFLS staff to better serve libraries
- C. Effectively use technology and automation to make work more efficient
- D. Improve MCFLS communication and meetings with directors, staff, and LDAC subcommittees to better meet changing needs

### Enrich member libraries ability to serve patrons

Provide member libraries consistent and straightforward access to richer and more useful data	<ol style="list-style-type: none"> <li>1. Develop a regular set of reports for library boards and internal library staff use.</li> <li>2. Provide access to advanced data analytics tools for member library use.</li> <li>3. Help member libraries better understand and utilize the state annual report process through training, communication, and additional tools.</li> <li>4. Provide ongoing training on current data gathering and analysis software and tools..</li> </ol>
Connect member libraries to the expertise they need	<ol style="list-style-type: none"> <li>1. Evaluate and communicate pilot initiatives that could be implemented in member libraries.</li> <li>2. Develop a system to provide a platform for libraries to request expert assistance for consulting and training.</li> </ol>
Help member libraries effectively use a rising level of technology	<ol style="list-style-type: none"> <li>1. Develop technology standards for libraries in MCFLS.</li> <li>2. Assist libraries with both operational and political planning to reach the technology standards.</li> <li>3. Investigate, communicate, and provide analysis of trends in technology.</li> <li>4. Provide coordination and support for technology experimentation and pilot projects.</li> </ol>

### Provide richer experiences directly to the patrons through coordination and delivery of system-wide services

Develop and promote system circulation standards for MCFLS libraries	<ol style="list-style-type: none"> <li>1. Provide information and statistics about different policies and standards to member libraries.</li> <li>2. Working with LDAC and possible ad-hoc subcommittee, develop recommended circulation standards for MCFLS libraries.</li> <li>3. With input from LDAC and MCFLS Board, evaluate MCFLS role in providing, supporting, and coordinating ILS.</li> <li>4. Working with library directors and library boards, movement to consistent circulation policies in line with standards.</li> </ol>
Promote system services through a marketing plan	<ol style="list-style-type: none"> <li>1. Develop a marketing plan.</li> </ol>
Develop system-coordinated electronic resources/databases service	<ol style="list-style-type: none"> <li>1. Develop a long-range plan for system electronic resources</li> </ol>

### Advocate for Milwaukee County libraries and their issues throughout the region, state, and county

Participate actively in state efforts to remodel library systems.	<ol style="list-style-type: none"> <li>1. Volunteer and/or nominate system libraries as participants in COLAND System Library steering team, work groups, or other bodies.</li> <li>2. Regularly communicate with steering team and work group members and inform member libraries of progress of system change work.</li> <li>3. Communicate progress and potential changes to MCFLS Board of Trustees and other affected stakeholder agencies, including vendors and the County Executive's office.</li> </ol>
Seek collaborative solutions outside the system to common challenges among MCFLS libraries	<ol style="list-style-type: none"> <li>1. Regularly communicate with systems in Southeast Wisconsin on common issues and solutions.</li> </ol>
Advocate for system issues and interests at the county and state level	<ol style="list-style-type: none"> <li>1. Maintain and expand communication with state legislature.</li> <li>2. Expand MCFLS and member library role with WLA.</li> <li>3. Regularly communicate with state Department of Public Instruction on MCFLS issues.</li> <li>4. Maintain regular communication with County Executive's office.</li> </ol>

### Improve MCFLS operations to better meet member library needs

Review use of resources	<ol style="list-style-type: none"> <li>1. Evaluate and review major budget and resource expenses, seeking an effective balance between service costs and value.</li> <li>2. Regularly evaluate and retire system services no longer meeting member library needs.</li> </ol>
Train MCFLS staff to better serve libraries	<ol style="list-style-type: none"> <li>1. MCFLS staff will attend job-relevant training at least two times annually.</li> </ol>
Effectively use technology and automation to make work more efficient	<ol style="list-style-type: none"> <li>1. Continue to seek cost-effective opportunities to automate regular processes.</li> <li>2. Improve the internal MCFLS network and software to help staff and member libraries work more effectively.</li> <li>3. Increase member library bandwidth to meet growing public and staff needs.</li> <li>4. Complete activities as described in the MCFLS Technology Plan, 2015-2020.</li> </ol>
Improve MCFLS communication and meetings with directors, staff, and LDAC subcommittees to better meet changing needs	<ol style="list-style-type: none"> <li>1. Use LDAC meetings to share expertise and explore new possible or planned library or system initiatives.</li> <li>2. Evaluate and improve LDAC subcommittee meetings to meet member needs.</li> <li>3. Improve MCFLS internal communication.</li> </ol>



MILWAUKEE  
PUBLIC LIBRARY

Paula A. Kiely  
Director

June 18, 2015

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

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting  
July 2, 2015, Thursday, 8:00 a.m.-9:00 a.m.  
Central Library Meeting Room 1

**MEETING NOTICE AND AGENDA**

1. **Contract Approval – 4<sup>th</sup> Floor Roof Replacement.** Library administration will request Board approval for a contract for replacement of the 4<sup>th</sup> floor roof at the Central Library.  
Attachment A, page 2
2. **Branch Building Initiative.** The committee will discuss progress on the Forest Home and Mill Road redevelopment projects and be updated on the Tippecanoe renovation project.

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

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

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-2062 (TDD) or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**ATTACHMENT C-P. 1 of 3**  
**MPL AGENDA-07/28/15**

P. 38



# MEMORANDUM

**Date:** June 24, 2015

**To:** Library Building & Development Committee of the  
Milwaukee Public Library Board of Trustees

**From:** Taj Schoening, Library Business Operations Manager

**Re:** Bids for Central Library 4<sup>th</sup> Floor Roof Replacement Project

The Milwaukee Public Library issued a formal public bid for roof replacement of the fourth floor of the Central Library. The bid opening was June 23, 2015. Four bids were received. The bid received from Noffke Roofing Co., LLC was considered non-responsive as it did not include the bid bond or SBE participation form. Alternates 1 and 2 were adjacent side roofs.

	<u>Base Bid</u>	<u>Alt. 1</u>	<u>Alt. 2</u>
M.M. Schranz Roofing, Inc.	\$305,940	\$24,870	\$43,600
F.J. A. Christiansen Roofing Co., Inc.	\$414,323	\$34,220	\$50,421
Cudahy Roofing	\$420,000	\$21,000	\$49,000

M.M. Schranz Roofing, Inc. has asked to withdraw their bid as they made a significant mistake in their calculations. Library administration recommends agreeing to this and to awarding the contract to the next lowest bidder, F.J. A. Christiansen Roofing Co., Inc for the base bid only for a total of \$414,323.

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
BUILDING & DEVELOPMENT COMMITTEE  
MINUTES  
Thursday July 2, 2015  
Central Library Meeting Room 1**

**PRESENT:** Michele Bria, Sharon Cook, Ald. Nik Kovac, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Sup. Theo Lipscomb

**STAFF**

**PRESENT:** Sam McGovern-Rowen, Crystal Sura, Duane Wepking

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Committee Chair Michele Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:05 a.m. on May 7, 2015 with a quorum present.

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1. **Contract Approval – 4<sup>th</sup> Floor Roof Replacement.** Library Facilities Manager Duane Wepking referred to the memo regarding Bids for Central Library 4<sup>th</sup> Floor Roof Replacement Project dated June 24, 2015, attachment A, page 2 of the agenda. Mr. Wepking said that capital funding exists for replacement of the 4<sup>th</sup> floor roof area off of the Administration Department. Two alternates listed in the formal bid were to include the roof over the elevator penthouse and above the evidence room. Library administration recommends awarding the contract to F.J. A. Christiansen Roofing Company, Inc. for the base bid only for a total of \$414,323. F.J. A. Christiansen Roofing has done satisfactory projects for the library in the past including the base of the green roof. Trustee Sain moved approval. Trustee Cook seconded the motion. Motion passed.
  
2. **Branch Building Initiative.** The committee was apprised of progress on the building projects. Library Construction Project Manager Sam McGovern-Rowen said that he gave a detailed report to the Board at their June 23, 2015 regular board meeting. Since that time, the Forest Home / Mitchell Street project developer, Gorman and Company, is working on the possibility of New Market Tax Credits to add to the funding structure in addition to Historical Preservation Tax Credits. Library staff are planning the design phase of the project with community open houses to be held in September.  
The developer for the Mill Road / Good Hope project, Maures Development / Common Board Communities is currently completing one of their other projects before focusing on the library. Their Low Income Housing Tax Credit financing application is due in August.  
Mr. McGovern-Rowen said that he has begun receiving developer inquiries about the timeline for the RFP for the next two branches, Martin Luther King and Capitol, that will be developed in 2017. The library's capital plan provides funding to replace Mill Road, Forest Home, Capitol and M.L. King with mixed-use buildings through 2018. Director Kiely added that learning from the last process, the library will identify how to best move forward with the next two buildings. She mentioned that there may be value in selecting an RFP review panel that consists of community members in addition to staff and Trustees. The committee briefly discussed how the building location is decided. Director Kiely noted that guidelines for location of the branch libraries include ready access to public transportation and high-visibility, such as along a business corridor. Informational item.

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The meeting of the Milwaukee Public Library Board's Building & Development Committee was adjourned at 8:22 a.m. on July 2, 2015.

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