



# 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**

**JoAnne Anton, Vice-Financial Secretary**

**Paula Kiely, Secretary**

**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 October 27, 2015**

**4:30 p.m.**

**Central Library Meeting Room 1**

**814 West Wisconsin Avenue**

**Milwaukee, WI 53233**

### **AGENDA**

#### **PUBLIC COMMENT**

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

1. **Historic Photo Collection**. Humanities Librarian Jennifer Pahl will provide a presentation on the library's historic photo collection that consists of thousands of photographs from Milwaukee's history.

#### **CONSENT AGENDA**

Attachment A, page 3

2. **Regular Board Meeting Minutes September 22, 2015.**
3. **Administrative Reports.**
  - a. Personnel Actions
  - b. Financial Report
  - c. Library Director's Reports

#### **REPORTS**

4. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the October 19, 2015 MCFLS Board meeting.

5. **Building and Development Committee.** Chair Bria will provide a report from the October 1, 2015 Building and Development Committee regarding the Branch Building Initiative.

Attachment B, page 21

6. **Finance & Personnel Committee.** Vice-chair Anton will provide a report from the October 7, 2015 Finance & Personnel Committee regarding the review of investments, internal control quarterly report and the trust fund expenditure request for 2016.

Attachment C, page 25

7. **MPL Foundation Report.** MPL Foundation Executive Director Ryan Daniels will report on the Benjamin Franklin Celebration and other fundraising efforts to-date.

#### **OLD BUSINESS**

8. **Library Budget Hearing Report.** The Board will discuss the library's 2016 budget and recent hearing.

9. **Wisconsin Library System Changes Update.** Director Kiely will update the Board on the developments related to the Public Library System Revision Steering Committee.

#### **NEW BUSINESS**

10. **2016 Milwaukee Public Library Proposed Public Service Hours.** The 2016 Milwaukee Public Library Public Service Schedule of Hours will be presented for approval.

Attachment D, page 33

#### **STRATEGIC DISCUSSION**

11. **MPL 2020 Our Plan for the Future.** President Gurda will lead the Board of Trustees in a discussion about "what's next" for the Milwaukee Public Library in the area of education.

Attachment E, page 34

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

*November 2, 2015 – Services & Programs Committee Meeting – Central Library 5:30 p.m.-6:30 p.m.*

*November 5, 2015 – Building & Development Committee Meeting – Central Library 8:00 a.m.-9:00 a.m.*

*November 24, 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 September 22, 2015  
Zablocki Library Meeting Room  
3501 W. Oklahoma Avenue  
Milwaukee, WI 53215**

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

**STAFF:** Consuelo Hernandez, Kelly Hughbanks, Joan Johnson, Dawn Lauber, Bill Lenski, Sam McGovern-Rowen, Judy Pinger, Dave Sikora, Crystal Sura, Patricia Swanson, Brooke VandeBerg, Linda Vincent, Duane Wepking

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Eric Pearson, Budget and Management Division  
David Dugan, Cramer-Krasselt  
Bruce Gay, MCFLS  
Cheryl Orgas and Sheri McGrath, ABLE

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President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on September 22, 2015 with a quorum present. Trustees Coggs, Layden and Prince participated by conference phone. Items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** Branch Manager David Sikora welcomed the Board to the Zablocki Branch and provided a brief history and overview of library services. Zablocki was built in 1963 replacing two libraries that were located on Forest Home Avenue. It was originally called the Oklahoma Avenue library until 1984 when it was renamed for the late Congressman Clement Zablocki. Mr. Sikora noted that Zablocki ranks in the top three for the busiest libraries providing services to young families and senior citizens in the neighborhood and surrounding areas. The collection and programming are geared to meet the needs of the library's patrons.

Director Kiely announced the promotion of Ms. Judy Pinger to the position of Assistant Director of Collections, Technical Services and IT.

President Gurda announced the resignation of Milwaukee County Supervisor Theodore Lipscomb from the MPL Board of Trustees effective September 10, 2015. He added that Mr. Lipscomb was a valuable member of the Board and expressed his gratitude for his service. President Gurda has since sent a letter to County Executive Chris Abele asking for assistance in filling the vacancy.

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**RESOURCES / RECOMMENDATIONS / RESEARCH**

1. **Audio & Braille Literacy Enhancement, Inc. (ABLE)**. The Board was given a presentation on the services offered by ABLE. Executive Director Cheryl Orgas and ABLE Board President Cheri McGrath announced that ABLE is celebrating 50 years of service to the Milwaukee community. They expressed their gratitude for the partnership with MPL and operating out of the Central Library. The Trustees were invited to tour ABLE and see the

1. **Audio & Braille Literacy Enhancement, Inc. (ABLE)**. (continued)  
new digital recording sound studio which will make their recorded books eligible for national distribution through the National Library Service. Informational item.
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### **CONSENT AGENDA**

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

2. Regular Board Meeting Minutes July 28, 2015
  3. Committee Reports.  
Services & Programs Committee Meeting Agenda August 3, 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**. Trustee Kovac, Resource Library Representative, reported on the September 21, 2015 MCFLS Board meeting. He said that the Board discussed the four MCFLS agreements that will be discussed at this meeting under new business. Director Kiely added that at the August 17, 2015 meeting, new Board member Mr. Kurt Glaisner was introduced. He also serves on the North Shore Library Board. Informational item.
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6. **Building and Development Committee**. Vice-chair Sain referred to the September 3, 2015 Building and Development Committee meeting agenda, minutes and contract memos listed as attachment B, page 26 of the agenda. In the form of a motion, Trustee Sain stated that the Committee approved recommending to the full Board, the following contracts: a contract award for the Central Library administration office remodel to Platt Construction, Inc. for the base bid total of \$428,555; and a contract award for the Central Library masonry restoration of the north façade annex to Holton Brothers for the base bid total of \$142,590. Trustee Cook seconded the motion. Motion passed.

The committee was updated on the branch building initiative. Trustee Sain summarized the meeting minutes noting that the Mitchell Street Project community open houses were attended by sixty guests. Comments will be posted at MPL.org and the Website will also have space for the community to continue to add their ideas regarding the new library that will be located in the Hills Building. Also, the developer for the project, Mr. Ted Matkom, representing Gorman and Company presented some possible changes to the funding strategy for the project. One funding scenario would possibly add twelve affordable housing units to the design. By adding the New Market Tax Credits, in addition to the Historic Preservation credits, the library will net approximately \$500,000 in additional funds for build-out. The financing strategy and plans will be presented to the Building and Development Committee at their October 1, 2015 meeting.

6. **Building and Development Committee.** (continued)

Facilities and Fleet Manager Duane Wepking reported that the Tippecanoe Branch renovation is progressing and the changes to the building are positively noticeable. It is expected that the opening will be scheduled in December. Director Kiely added that the Board will be invited to a walk-through soon. Informational item.

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7. **MPL Foundation Report.** MPL Foundation Director of Philanthropy Patricia Swanson reported that the Foundation has raised \$893,245 year-to-date in comparison with last year which is a 32% increase. The Foundation has contributed \$627,000 to the library to support programs and services. Grants applied for, total \$750,000. A new fundraiser, the Read a Book Ball, was introduced during the Maurice Sendak exhibit and raised \$15,000. The Foundation has been actively engaged in building new relationships and adding new donors by hosting information sessions. The small group sessions are held in the Rare Books Room followed by a brief tour of Central. A series of videos about library stories are being created as an outreach piece for fundraising. The Ben Franklin Awards Celebration will be held at Central on October 22, 2015 honoring Dr. Mary Meehan, President of Alverno College and Mr. Greg Oberland, President of Northwestern Mutual for their many contributions to literacy and lifelong learning.
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**OLD BUSINESS**

8. **Wisconsin Library System Changes Update.** Director Kiely referred to attachment C, page 32-36 of the agenda. The document titled Strategic Vision for Library-Systems in the 21<sup>st</sup> Century identifies the roles and deliverables of the work groups assigned to design and implement a process to work toward the strategic visions approved by COLAND in January 2015 and accepted by Superintendent Tony Evers of the Department of Public Instruction. Director Kiely said that at the initial meeting of the Steering Team, she was elected to serve as vice-chair. The Steering Team will oversee the process and review the work of the groups. An individual or firm will be hired to provide project management services. The three-year project will be supported by Library Services and Technology Act (LSTA) funds. The Board will receive progress reports as necessary. Informational item.
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9. **Summer Reading Club.** Youth and Community Outreach Services Coordinator Kelly Hughbanks distributed a document regarding Summer Reading Program Results dated September 22, 2015. Ms. Hughbanks enthusiastically announced that the MPL team met their stretch goal of 25,000 participants in the Summer Reading program. A total of 25,265 children signed up for the program, an increase of 21% over last year. New efforts included direct mailings to child-care centers, sign-up materials distributed at all schools, and an increase of outreach sites. Staff were diligent in following up with their contacts and encouraging participation. Plans are already in progress for the 2016 program and the library will be hiring a new teen education outreach specialist which should boost the teen registration. The results document is attached at the end of these minutes. Informational item.
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10. **2016 Library Budget.** Director Kiely distributed the MPL Year 2016 Proposed Budget Overview which summarized the library's operating budget. She noted that the change from 2015 to 2016 is a 5.1% increase inclusive of fringe benefits. The 2016 budget restores four positions of branch manager which were eliminated in 2010. This provides continuity and stability that the branch staff needs to do more outreach, and poises the library to expand hours if other positions are restored. The library will offer the same level of hours, services and programs. President Gurda said this is a positive budget but it is important to note that the library's budget, at inflation adjusted dollars, is still less than past years. The budget document is attached at the end of these minutes. Informational item.
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#### **NEW BUSINESS**

11. **Milwaukee County Federated Library System (MCFLS) Agreements.** MCFLS Director Bruce Gay referred to attachment D pages 37-72 of the agenda. The Board reviewed the MCFLS Membership Agreement and Budgetary Changes, 2016-2019 document and agreements. Mr. Gay said a change to prior contracts is the system Membership Agreement which now only describes member library responsibilities that are required by State statute. The Resource Library Agreement between MPL and MCFLS is also required by statute. The Bibliographic Database Development and Maintenance Agreement with MPL is to provide full catalog records for all member libraries. A new Integrated Library System, Resource Sharing, and Technology Agreement for all member libraries describes how libraries will work together to provide services for the public. The changes to the MCFLS budget were discussed. President Gurda entertained a motion to convene in closed session for discussion and consideration of the MCFLS Member Agreement; the 2016-2019 Resource Library Agreement; the 2016-2019 Bibliographic Database Development and Maintenance agreement; and, a new Integrated Library System and Resource Sharing, and Technology Agreement 2016-2019, pursuant to the provisions of Wis. Stat. § 19.85(1)(e). Trustee Hamilton so moved and Trustee Cook seconded the motion. Roll was called and unanimously passed. Trustees Coggs, Layden, Prince and Sain were excused from the meeting at this time, however a quorum was maintained. Director Kiely and Administrative Assistant Crystal Sura remained during the closed session. The Board reconvened in open session. President Gurda entertained a motion to approve the four MCFLS agreements as presented. Trustee Bria moved and Trustee Hooper seconded a motion to approve. Motion passed.
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#### **STRATEGIC DISCUSSION**

12. **Awareness Campaign.** The Board heard the presentation of ideas for Milwaukee Public Library's Awareness Campaign from Cramer-Krasselt (C-K), an advertising firm located in Milwaukee. The firm's Senior Vice-President, Mr. David Dugan, said the agency is excited to be involved with the library and they will continue to work with Director Kiely and her team to refine the concepts presented. Director Kiely recognized Communications and Marketing Director Brooke VandeBerg, who is the lead on the project working with MPL Foundation Executive Director Ryan Daniels. She added that the Foundation is providing the funding that will support the implementation of the campaign. Trustee Hamilton endorsed the concepts presented and the other members expressed their agreement. President Gurda said that the Board will continue to discuss this issue as the campaign progresses. Informational item.
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With no further business, the Milwaukee Public Library Board of Trustees meeting of September 22, 2015 was adjourned at 6:45 p.m.

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MILWAUKEE  
PUBLIC LIBRARY

To: Paula Kiely, Director  
 Cc: Joan Johnson, Deputy Director  
 From: Kelly Hughbanks, Youth & Community Services Outreach Coordinator  
 Date: September 22, 2015  
 RE: **Summer Reading Program Results**

Through hard work and dedication, the MPL staff reached their stretch goal of 25,000 children participating in the Summer Reading program! A few different targeted efforts, including direct mailings to child care centers, sign-up materials distributed at all schools, increased outreach sites, and many follow up efforts by staff made the difference this year. Please see below for a comparison of statistics that show the growth of participation since the start of the Super Reader theme.

	Total 2008	Total 2009	Total 2010	Total 2011	Total 2012	Total 2013	Total 2014	Total 2015
Super Readers Registered in Libraries	7,903	10,776	10,190	10,389	12,559	12,916	11,227	13,330
Super Readers Registered through Outreach	6196 total	7,375 total	10,689 total	8,631 total	8,362 total	8,485 total	8,431 total	10,932 total
	only outreach to school age children	1,295 child care centers	3,600 child care centers	2,577 child care centers	2,292 child care centers	2,777 child care centers	2,295 child care centers	2,773 child care centers
		6,080 school age groups	7,089 school age groups	6,054 school age groups	6,070 school age groups	5,708 school age groups	6,136 school age groups inc. parks	8,159 school age groups inc. parks
All Super Readers	14,099	18,151	20,879	19,020	20,921	21,401	19,658	24,262
Teens Registered	934	1,007	800	1,115	1,003	942	1,178	1,003
Total in all Summer Reading Programs	15,033	19,158	21,679	20,135	21,924	22,343	20,836	25,265
Percentage Change from Previous Year		27.44%	13.16%	-7.12%	8.89%	1.91%	-6.74%	21.26%

MILWAUKEE PUBLIC LIBRARY

Year 2016 Proposed Budget Overview

OPERATING BUDGET	2015 Adopted Budget	2016 Proposed Budget	Change from 2015 to 2016
Salaries and Wages	\$11,938,460	\$12,360,107	\$ 421,647 3.52%
Fringe Benefits	5,372,306	5,932,852	\$ 560,546 10.4%
Supplies and Materials	437,600	428,026	\$ (9,574) -2.2%
Rental and Services	1,534,610	1,620,198	\$ 85,588 6%
Energy	759,551	817,100	\$ 57,549 7.5%
Equipment	453,048	356,613	\$ (96,435) -21.2%
Books and Materials	1,553,652	1,665,774	\$ 112,122 7.2%
Special Funds - VS Lease	13,182	13,182	\$ - 100.0%
<b>TOTAL</b>	<b>\$22,062,409</b>	<b>\$23,193,852</b>	<b>\$ 1,131,443 5.1%</b>
<b>TOTAL less Fringe Benefits</b>	<b>\$16,690,103</b>	<b>\$17,261,000</b>	<b>\$ 570,897 3.4%</b>

SUMMARY

- Salaries budget for 2015 does not include the 1% increase given in 2015 or the adjustments related to pension payments.
- 2016 budget restores four positions of Branch Manager, eliminated in 2010. Two of four added in 2015.
- 2016 budget restores 1/2 staff trainer position, eliminated in 2010.
- Fringe Benefit rate is higher in 2016.
- Rental and Services includes an increase in security guards of \$54,000. In 2015 \$20,000 in gift funds was used for marketing.
- Equipment budget in 2015 included \$100,000 for computer servers related to security.
- Materials budget increased by \$112,122 or 7.2%. In 2015, \$60,000 in gift funds was used.
- Capital funding proposed is \$5,800,000
  - \$4,800,000 for branch library replacement project.
  - \$1,000,000 for Central Library building repairs and upgrades.



MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: AUGUST 30, 2015 THROUGH OCTOBER 10, 2015

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Pharlin Johnson - Library Circulation Aide - WTBBL 09/08/15  
Petra Duecker - Lib Education Outreach Specialist - EOS 10/08/15

PROVISIONAL APPOINTMENT

Ayoka Huff-Johnson - Lib Technology Specialist - Tech Serv /Automation assigned to King 09/08/15

REINSTATEMENT

Aaron Tatum-Massey - Library Circulation Assistant I - Capitol 09/28/15

PROMOTION

Pat DeFrain - Librarian III to Management Librarian - Subject Services / Arts & Media 08/30/15  
Josselin Alcantar-Morales - Lib Circ Aide to LPT - Lib Circulation Assistant I - Bay View 09/27/15  
Jasmin Vang - Library Circulation Aide to LPT - Library Circulation Assistant I - Mill Road 09/27/15

PROMOTION / TRANSFER

Kari Moua - Office Assistant II - Subj Serv / Business Technology, Science & Periodicals 09/27/15  
To: Office Assistant III - Business Office

TRANSFER

Jessica Snell - LPT - Library Circulation Assistant I - Capitol to Bay View 09/13/15  
Nicholas Newgord - Lib Reference Assistant - Subj Serv / Ready Ref to Business Office 09/27/15  
Pablen Roberts - Custodial Worker II - CL - Villard Square to East 09/27/15  
Marlene Royalty - Lib Reference Assistant - Washington Park to Subj Serv / Ready Ref 09/27/15  
Mark Kasper - Custodial Worker II - CL - Tippecanoe to Facilities & Fleet 09/28/15

TRANSFER TO ANOTHER CITY DEPARTMENT

Carl Chopp - Branch Library Services Assistant - Center Street 09/26/15  
To: Sanitation Supervisor - Department of Public Works

CHANGE IN STATUS

Stacy Silva - LPT - Lib Circulation Assistant I to Lib Circulation Assistant I - Forest Home 08/30/15

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Ashley Emmons - Audio Machine Technician - WTBBL - 36.6 hours 08/31/15  
Kelly Hughbanks - Librarian V - EOS / CLCR - 39.4 hours 08/31/15  
Maly Vang - Library Technician II - Technical Services / CCDM - 80.0 hours 08/31/15  
Manuel Cockroft - Custodial Worker II - CL - Facilities & Fleet - 24.0 hours 09/09/15  
Ashley Emmons - Audio Machine Technician - WTBBL - 30.7 hours 09/14/15  
Kelly Hughbanks - Librarian V - EOS / CLCR - 36.0 hours 09/15/15  
Kelly Hughbanks - Librarian V - EOS / CLCR - 29.2 hours 09/28/15  
Kari Moua - Office Assistant III - Business Office - 29.3 hours 09/30/15

RETURN FROM LEAVE OF ABSENCE

John Wilson - Custodial Worker II - CL - Facilities & Fleet 09/01/15

SUSPENSION

Mark Kasper - Custodial Worker II - CL - Facilities & Fleet - 5 working days 09/21/15

RETURN FROM SUSPENSION

Mark Kasper - Custodial Worker II - CL - Facilities & Fleet 09/28/15

TERMINATION DURING PROBATION

DeAna Cooks - Library Circulation Aide - Washington Park 09/10/15

RESIGNATION

Sharonda Robinson - Lib Youth Educator - EOS assigned to Center St & Washington Park 09/26/15

MILWAUKEE PUBLIC LIBRARY  
FINANCIAL REPORT  
September 30, 2015

2015

2014

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$21,014,629	\$15,525,987	73.9%
Fines	\$350,000	\$198,182	56.6%
Lost Materials, etc.	\$124,800	\$104,142	83.4%
MCFLS Contracts	\$713,000	\$359,102	50.4%
<b>Total City Appropriation</b>	<b>\$22,202,429</b>	<b>\$16,187,413</b>	<b>72.9%</b>

	Budget	Received to date	% Received
	\$20,792,441	\$15,348,392	73.8%
	\$350,000	\$221,509	63.3%
	\$129,800	\$81,662	62.9%
	\$713,000	\$363,815	51.0%
<b>Total</b>	<b>\$21,985,241</b>	<b>\$16,015,378</b>	<b>72.8%</b>

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,938,460	\$9,146,019	76.6%
Fringe Benefits	\$5,372,306	\$3,764,469	70.1%

	Budget	Spent to date	% Spent
	\$11,836,357	\$8,993,276	76.0%
	\$5,516,088	\$4,030,264	73.1%

Operating Expenses

<i>General Office Expense</i>	\$158,000	\$65,771	41.6%
<i>Tools &amp; Machinery Parts</i>	\$31,000	\$21,717	70.1%
<i>Construction Supplies</i>	\$37,400	\$35,516	95.0%
<i>Energy</i>	\$759,551	\$468,298	61.7%
<i>Other Operating Supplies</i>	\$245,224	\$127,322	51.9%
<i>Vehicle Rental</i>	\$8,300	\$7,108	85.6%
<i>Non-Vehicle Equipment Rental</i>	\$32,700	\$17,293	52.9%
<i>Professional Services</i>	\$74,000	\$69,198	93.5%
<i>Information Technology Services</i>	\$319,748	\$266,855	83.5%
<i>Property Services</i>	\$958,285	\$663,212	69.2%
<i>Infrastructure Services</i>	\$26,000	\$33,086	127.3%
<i>Vehicle Repair Services</i>	\$500	\$311	62.2%
<i>Other Operating Services</i>	\$117,600	\$92,267	78.5%
<i>Reimburse Other Departments</i>	\$76,900	\$12,107	15.7%
<b>Total</b>	<b>\$2,845,208</b>	<b>\$1,880,061</b>	<b>66.1%</b>

	\$171,158	\$70,575	41.2%
	\$26,100	\$21,161	81.1%
	\$40,900	\$20,492	50.1%
	\$743,658	\$495,014	66.6%
	\$262,246	\$163,084	62.2%
	\$8,300	\$5,444	65.6%
	\$31,800	\$20,610	64.8%
	\$59,000	\$70,107	118.8%
	\$295,000	\$220,402	74.7%
	\$871,862	\$557,106	63.9%
	\$26,000	\$21,570	83.0%
	\$500	\$2,686	537.2%
	\$137,212	\$103,181	75.2%
	\$76,900	\$26,670	34.7%
<b>Total</b>	<b>\$2,750,636</b>	<b>\$1,798,102</b>	<b>65.4%</b>

Equipment

<i>Library Materials</i>	\$1,553,652	\$1,153,383	74.2%
<i>Computers, etc.</i>	\$427,898	\$204,046	47.7%
<i>Other</i>	\$64,905	\$39,435	60.8%
<b>Total</b>	<b>\$2,046,455</b>	<b>\$1,396,864</b>	<b>68.3%</b>
<b>Total City Expenses</b>	<b>\$22,202,429</b>	<b>\$16,187,413</b>	<b>72.9%</b>

	\$1,566,653	\$1,094,993	69.9%
	\$256,110	\$66,633	26.0%
	\$59,397	\$32,110	54.1%
<b>Total</b>	<b>\$1,882,160</b>	<b>\$1,193,736</b>	<b>63.4%</b>
<b>Total</b>	<b>\$21,985,241</b>	<b>\$16,015,378</b>	<b>72.8%</b>

MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 September 30, 2015

2015

2014

**ADDITIONAL FUNDING SOURCES**

Budget Spent to date % Spent

**Other Dept. Appr.**

*Villard Square Lease* \$13,182 \$13,182 100.0%

**Contract Grants**

*Teacher in the Library* \$100,000 \$60,986 61.0%  
*WTBBL* \$968,700 \$254,727 26.3%  
*ILS* \$96,849 \$20,014 20.7%  
**Total** **\$1,165,549** **\$335,727** **28.8%**

**Trust Fund**

*Materials* \$59,468 \$51,244 86.2%  
*Programming* \$74,250 \$12,350 16.6%  
*Training* \$7,200 \$6,923 96.2%  
*Marketing* \$12,000 \$7,565 63.0%  
*Contingency* \$1,500 \$1,157 77.1%  
**Total** **\$154,418** **\$79,239** **51.3%**

**Foundation Funds**

Balance Spent to date % Spent  
*Materials* \$338,662 \$202,994 59.9%  
*Other Activities* \$50,500 \$33,786 66.9%  
*Programming* \$605,260 \$422,344 69.8%  
**Total** **\$994,422** **\$659,124** **66.3%**

Budget Spent to date % Spent

\$13,182 \$13,182 0.0%

\$100,000 \$54,605 54.6%  
 \$968,700 \$253,121 26.1%  
 \$84,690 \$19,341 22.8%  
**\$1,153,390** **\$327,067** **28.4%**

\$53,846 \$42,242 78.4%  
 \$23,500 \$14,951 63.6%  
 \$7,500 \$6,172 82.3%  
 \$11,000 \$10,047 91.3%  
 \$1,000 \$645 64.5%  
**\$96,846** **\$74,057** **76.5%**

Balance Spent to date % Spent  
 \$409,975 \$158,560 38.7%  
 \$0 \$0 0.0%  
 \$401,332 \$275,627 68.7%  
**\$811,307** **\$434,187** **53.5%**

**Investments**

U.S. Bancorp Commercial Paper #338102973 (rated A1+) dated 09/04/15 and maturing 10/05/15 at a rate of 0.10%.....\$436,000.

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

September through October is one of the library's busiest times. This year is no different. Along with ongoing operations and programming, we turn our attention to the 2016 Budget and the Benjamin Franklin Celebration. This year, we are also preparing to participate in a conference at Marquette University about the Future of the Public Library (October 29) and to open the renovated Tippecanoe branch (December 12).

My own schedule included numerous meetings including with the director of the Brown Deer Library to discuss collaboration; the Greater Milwaukee Foundation to update key staff about the library's work; the principal of South Division High School to discuss the new branch and student engagement opportunities; and Gale, vendor of Online Career High School. I also participated in a meeting with the Department of City Development to discuss various place-based strategies and improving outcomes.

All library staff was engaged with the annual Combined Giving Campaign, hosting fundraising events and completing pledges to help one or more of Milwaukee's many charitable organizations. Team MPL also walked in the annual AIDS Walk.

My community activities included attendance at the Sharp Literacy Luncheon, the ABLE 50th Anniversary Celebration, the Milwaukee Public Museum Gala, Lucile Krug's 100th Birthday Party, the Wisconsin Historical Marine Society Volunteer Luncheon, UWM Chancellor Mark Mone's Inauguration, and Next Door's annual dinner at the Milwaukee Art Museum at which I presented a proclamation on behalf of Mayor Barrett.

### **Events**

Harvest Fest. The library had another great Harvest Fest celebration at Central this year with an estimated attendance of 1,220 people on October 3. Activities included: decorating pumpkins and pumpkin shaped cookies; meeting interesting animals; dancing along to Fox and Branch and Tom Pease; listening to favorite books in the story nook; picking apples in the library's orchard; and face painting.

Author Visit. Pulitzer prize winning journalist and bestselling author David Maraniss visited Central Library's Centennial Hall on Thursday, October 8 to discuss his book "Once in a Great City: A Detroit Story." Mr. Maraniss asked the audience if they had a personal connection to Detroit and the majority of the 115 attendees did. What became apparent throughout Mr. Maraniss' talk and audience questions is the depth of feeling Detroit elicits; whether it's discussing the golden age of the automotive industry and Motown, or the factors leading to the city's decline in recent years. Mr. Maraniss' portrait of Detroit during the late 1960s gave insight into factors that would eventually lead to the city's current condition. The evening ended on a positive note with discussion on the renaissance currently underway in Detroit and the hope many of the residents feel about their city. The program evaluations were overwhelmingly positive.

## **Programs**

Legal Classes. Milwaukee Public Library has been partnering with the Milwaukee County Law Library (formerly Milwaukee Resource Center) for about three years to bring a variety of legal classes once a month to the legal community and the public. Milwaukee Public Library provided the community room and registration and Lynne Gehrke at the MCLL planned the classes and speakers. Class titles included “Getting Started in HeinOnline,” “WestlawNext Research,” “Free Case Law on the Internet,” “Filing Electronic Real Estate Transfer on the Department of Revenue’s Web Site,” and “People Search.” In September, 38 people attended “People Search” presented by Davis & Kuelthau’s Library Director Beverly Butula. Classes are free and include Continuing Legal Education credits for attorneys.

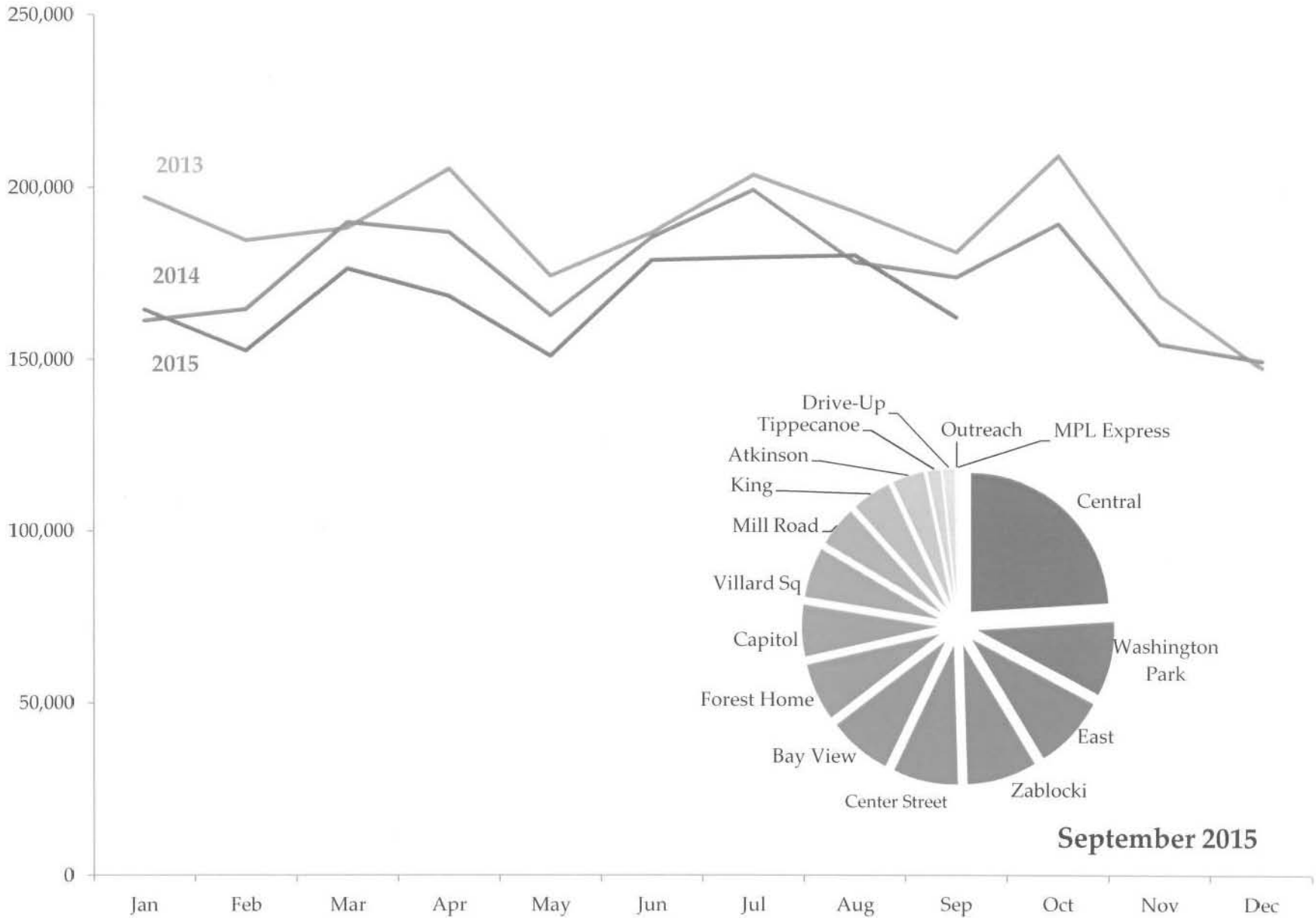
Once Upon a Time: Fairy Tales are Not Just for Children – A Richard E. and Lucile Krug Rare Books Room Educational Series Program. This lecture on the history of fairy tales, given by retired MPL children's librarian Karen Radtke, was illuminated by a PowerPoint presentation containing beautiful illustrations from artworks and books contained in the library’s Rarities collection and the speaker’s personal collection of over 700 folk and fairy tale books. The materials from which the PowerPoint illustrations were taken were on display before and after the talk. Thirty-four very engaged patrons attended the program.

Hispanic Heritage Month. Over 130 people attended the Dance Academy of Mexico’s performance on October 10 at Central Library. As in past years, the main reading room was transformed into a stage for the afternoon as attendees were shown traditional dances from the Mexican states of Veracruz, Jalisco, Guadalajara, Chihuahua and Michoacán. The performance marked the end of Hispanic Heritage Month, a time celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. Great feedback on the performance was received and this program is consistently a favorite of patrons and staff.

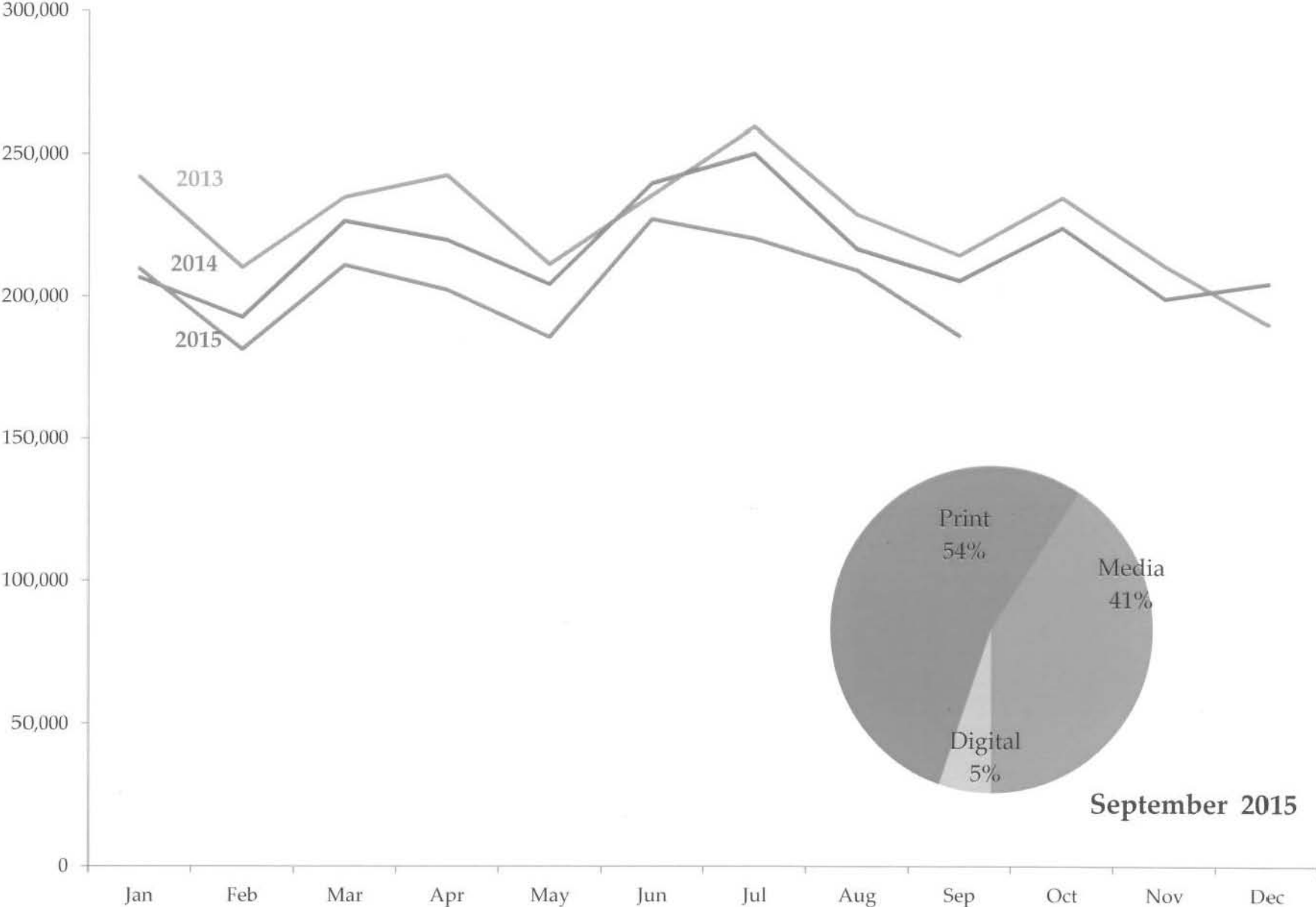
## **International Visitors**

MIT Carnegie Library School/IT – University of Pretoria, South Africa Student Visit. For the fifth consecutive year MPL hosted a group of students and faculty from the MIT Carnegie Library School/IT program at the University of Pretoria in South Africa. Twenty-three visitors met in Central Library’s Richard E. and Lucile Krug Rare Books Room where they were welcomed by library staff and were given presentations on MPL’s rarities collection and digitization program. A visit to the Green Roof and a tour of Central Library were also provided. The formal presentations were followed by networking, fellowship and refreshments. The group’s annual visit and the opportunity for international networking it provides are highly anticipated by the South African students and library staff alike.

# Milwaukee Public Library Visits

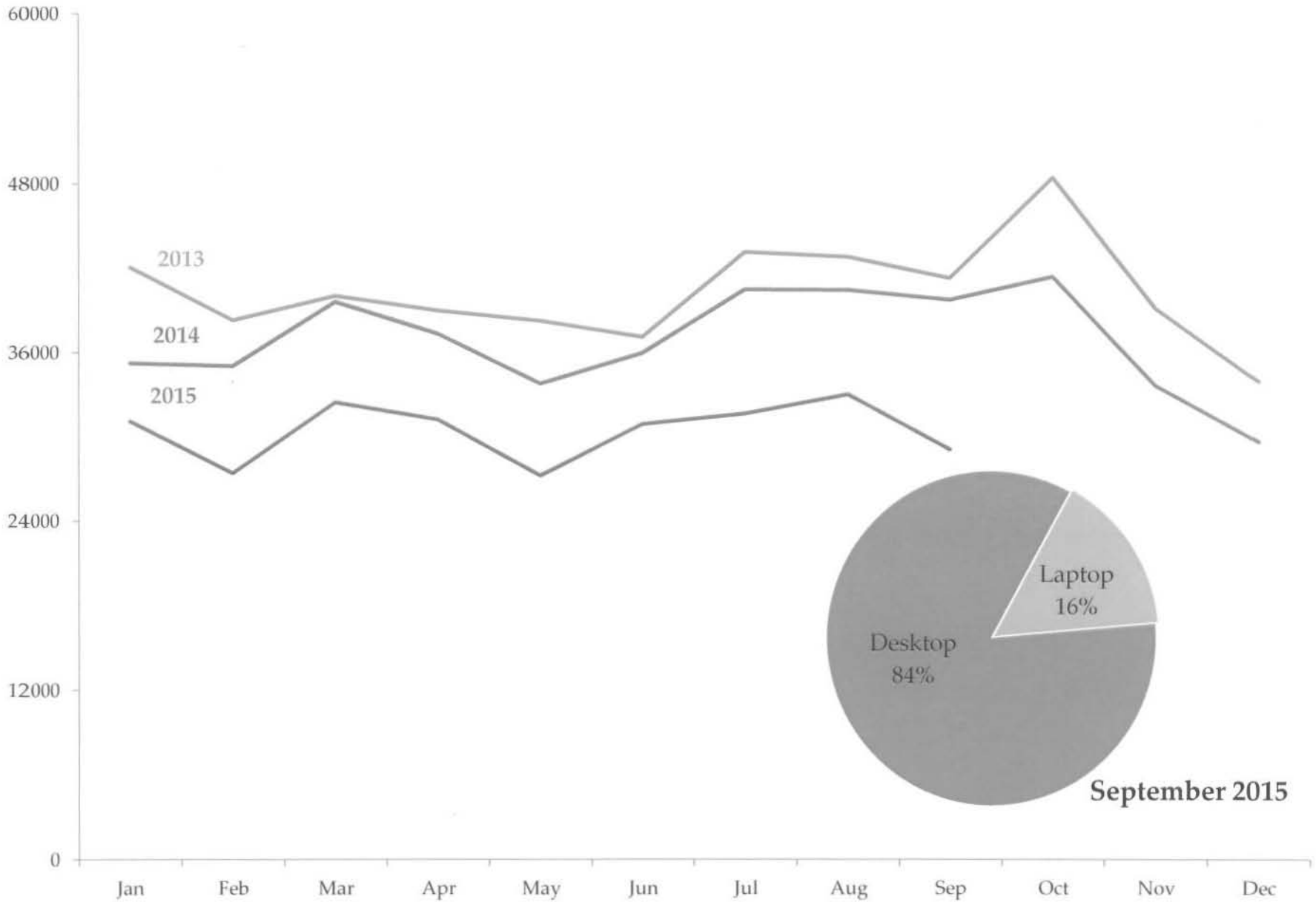


# Milwaukee Public Library Circulation





# Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
September, 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
	436,738	78,921	453.4%	2,608,904	771,245	238.3%

<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
	4,305	3,069	40.3%	38,736	29,593	30.9%

<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	6,407	5,752	11.4%	61,575	55,020	11.9%
Audiobooks	3,717	2,598	43.1%	30,450	22,892	33.0%

<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
	3,711	1,971	88%	26,650	17,370	53%

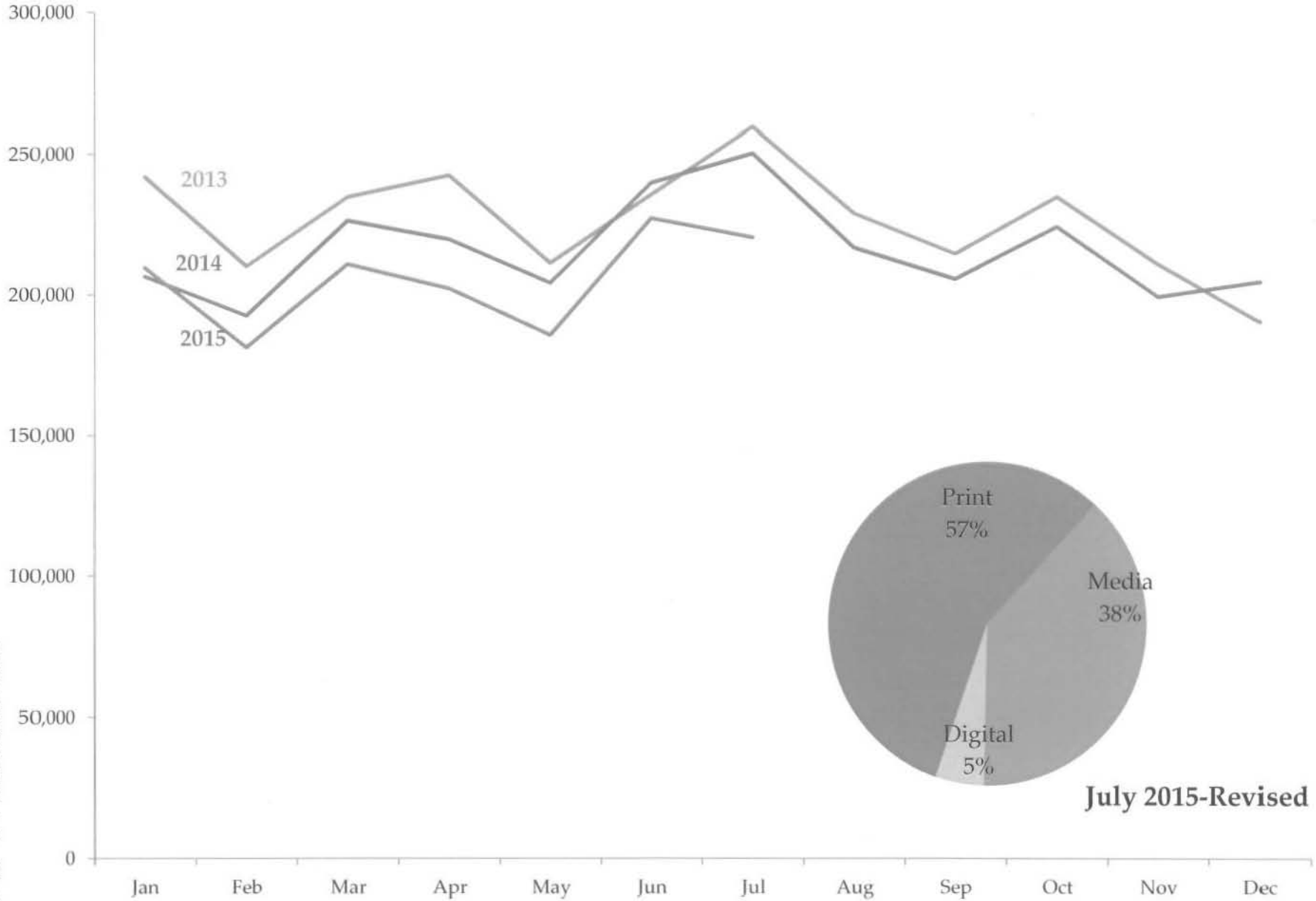
<b>Milwaukee Patron Holds Placed Through CountyCat</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	37,281	41,355	-9.9%	363,367	377,434	-3.7%

<b>Paging Slips</b>						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	11,141	13,224	-15.8%	108,603	115,247	-5.8%
Atkinson	576	714	-19.3%	6,031	6,803	-11.3%
Bay View	2,374	3,027	-21.6%	22,648	25,632	-11.6%
Capitol	1,562	2,587	-39.6%	20,784	22,123	-6.1%
Center Street	1,173	976	20.2%	9,178	8,837	3.9%
East	1,775	1,176	50.9%	17,035	10,450	63.0%
Forest Home	994	1,002	-0.8%	8,776	8,332	5.3%
Martin Luther King	747	861	-13.2%	7,161	6,488	10.4%
Mill Road	1,193	1,240	-3.8%	10,511	9,322	12.8%
Tippecanoe	528	1,908	-72.3%	5,776	13,893	-58.4%
Villard Square	810	919	-11.9%	7,669	7,000	9.6%
Washington Park	1,072	1,193	-10.1%	9,232	9,690	-4.7%
Zablocki	2,119	0	N/A	20,296	16,914	20.0%
YCOS--Outreach	121	36	236.1%	921	1,167	-21.1%
<b>TOTAL</b>	<b>26,185</b>	<b>28,863</b>	<b>-9.3%</b>	<b>254,621</b>	<b>261,898</b>	<b>-2.8%</b>

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

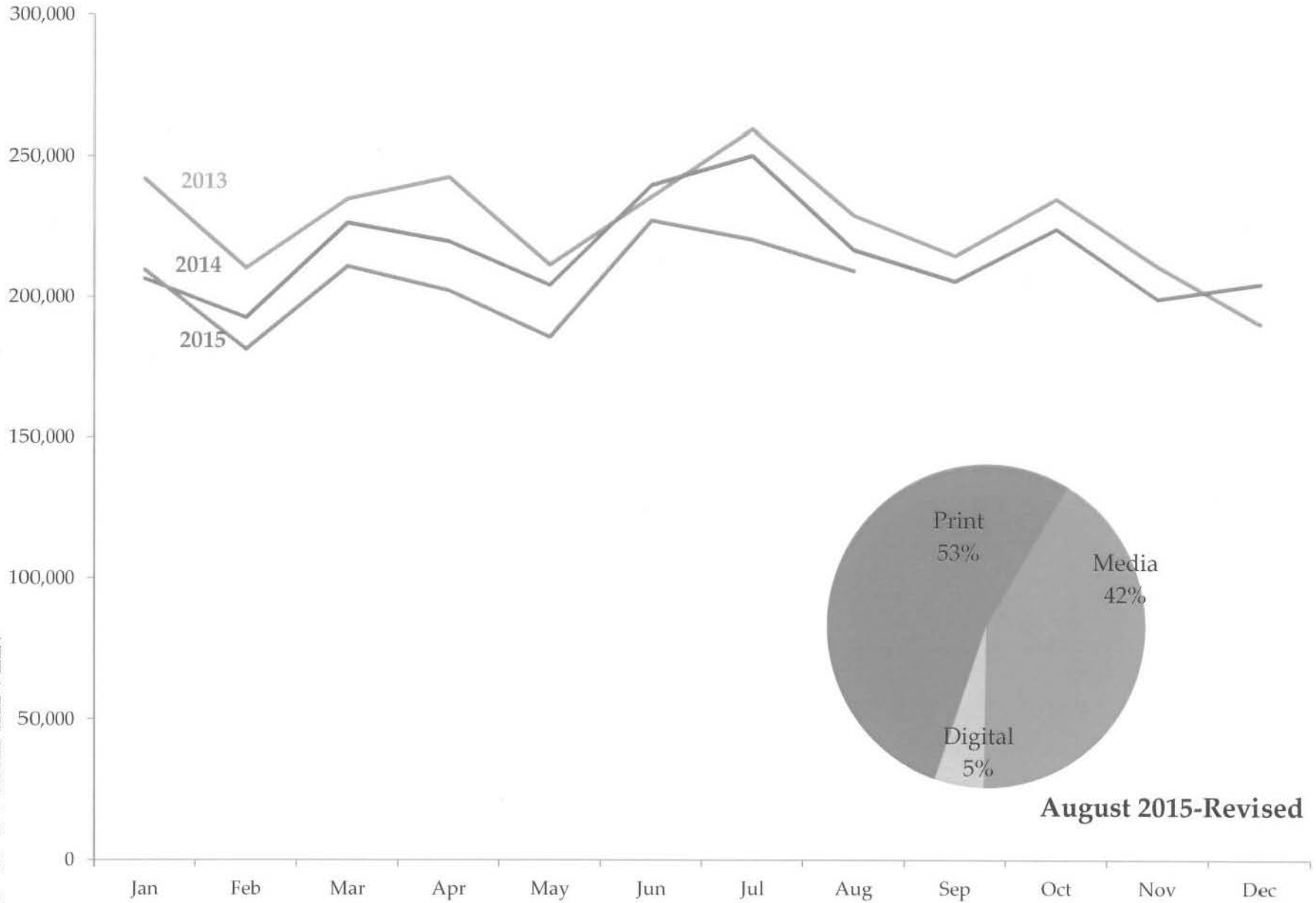
<sup>2</sup>Usage limit increased to 5 (from 3) per week in Oct. 2014.

# Milwaukee Public Library Circulation



July 2015-Revised

# Milwaukee Public Library Circulation





**MILWAUKEE**  
PUBLIC LIBRARY

*Paula A. Kiely*  
*Director*

September 25, 2015

To: Library Building & Development Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairperson Michele Bria, Sharon Cook, Ald. Nik Kovac, Dir. 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  
October 1, 2015, Thursday, 8:00 a.m.-9:00 a.m.  
Central Library Meeting Room 1

**MEETING NOTICE AND AGENDA**

1. **Mill Road Redevelopment Project.** Representatives from Common Bond Communities and Maures Development Group will provide an update on financing of the mixed-use building at 7717 West Good Hope Road.
2. **Forest Home Redevelopment Project.** The Forest Home/Mitchell Street developer, Gorman and Company, will present a financing strategy for the committee to consider.
3. **Tippecanoe Renovation Project.** The committee will discuss the progress on the Tippecanoe Branch 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), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**ATTACHMENT B-P. 1 of 4**  
**MPL AGENDA-10/27/15**

*P. 21*

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

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

**OTHERS**

**PRESENT:** Gorman & Company: Ted Matkom  
City Attorney's Office: Mary Schanning  
Engberg Anderson Architects, Mark Ernst  
Budget & Policy: Eric Pearson  
MPL: Joan Johnson, Sam McGovern-Rowen, Crystal Sura, Duane Wepking

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Chair Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:05 a.m. on October 1, 2015 with a quorum present.

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1. **Mill Road Redevelopment Project.** Library Construction Project Manager Sam McGovern-Rowen distributed a memo dated September 29, 2015 regarding the Mill Road Library Development from Melissa Goins, Maures Development, LLC and Ellen Higgins, Commonbond Communities. The memo summarizes the financing structure for the mixed-use library/rental housing project to be located at 7717 West Good Hope Road. The projected timeline for finalizing the financial structure is the end of November 2015. Applications for housing tax credits and bond allocation will then be submitted to the Wisconsin Housing and Economic Development Authority (WHEDA) along with applications for New Market Tax Credits (NMTC). The NMTC will be awarded in April of 2016. By the end of November 2015, the development team should know the feasibility of executing the financial plan. If credits are not awarded, the development team would seek other financing. The committee requested that the development team present the various finding scenarios at the November 5, 2015 MPL Board Building and Development Committee meeting. Trustee Sain suggested that MPL begin crafting the purchasing agreement for the replacement of the Mill Road Branch. Director Kiely said a timeline listing action steps that the committee needs to take, regarding the project, will be produced. The memo is attached at the end of these minutes. Informational item.

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2. **Forest Home Redevelopment Project.** Gorman representative, Mr. Ted Matkom distributed a memo dated September 29, 2015 regarding the Mitchell Library. He explained that he has been working closely with Mr. McGovern-Rowen since he explained some changes to the funding strategy of the Mitchell Street Project at the September 3, 2015 committee meeting. The memo listing the sources of funds and the project timeline was reviewed. Discussion ensued regarding National Park Service approvals and the library partnering with the Redevelopment Authority of the City of Milwaukee (RACM) on the transaction. It was noted that, for a cost benefit, the City currently has a lease agreement with RACM for the Villard Square Branch that opened in 2011. Director Kiely said the City will be purchasing the first

2. **Forest Home Redevelopment Project.** (continued)

floor of the Hills Building and part of the basement and there will also be some common areas. Assistant City Attorney Mary Schanning added that the condominium documents will define the units and the development agreement will define the unit that the library is purchasing. Mr. Matkom said he will present the specific details of the financing and timelines to the MPL Board Building and Development Committee on November 5, 2015. He added that he will be working closely with Ms. Schanning to develop a term sheet that outlines the potential agreement. Ms. Schanning suggested that she and RACM's Assistant Executive Director David Misky attend the November 5<sup>th</sup> meeting. The expectation for review of the funding structure by the full Board of Trustees would be at the November 24, 2015 meeting. Informational item.

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3. **Tippecanoe Renovation Project.** Library Facilities and Fleet Manager Mr. Duane Wepking reported that construction is progressing quickly. Most recent activities include: preparing the parking lot for paving, changes to the front entryway are taking place, the windows crew are working on the stackable doors in the community room, the retaining walls for the secret garden and walkway have been poured, the air-handling units are providing a stable environment in the space for the cabinetry and ceiling tile to be moved in, the acoustic wood appearance of the vaulted ceiling is near completion, surveillance cameras are being installed and the Spirit of the Manitou sculpture will be returning. The completion for the contractor continues to be November 12, 2015. Director Kiely commented that this is a very exciting project for the library and community. She added that the tentative opening day celebrations may be held on December 12, 2015. Informational item.
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The meeting of the Milwaukee Public Library Board's Building & Development Committee was adjourned at 9:03 a.m. on October 1, 2015.

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MEMO RE: MILL ROAD LIBRARY DEVELOPMENT

TO: Sam McGovern-Rowen, Project Manager-Library Construction

FROM: MELISSA GOINS, MAURES DEVELOPMENT,LLC AND ELLEN HIGGINS, COMMONBOND COMMUNITIES

September 29, 2015

Since confirmation of our development team selection in June, 2015, Maures/CommonBond has been working on the financing structure for the mixed use library/rental housing development. The preliminary conclusion after reviewing a number of options--- including competitive 9% housing tax credit application in WHEDA's regular and High Impact Project Rounds (HIPR) in January, 2016 and conventional debt/equity structures--- is that a 4% tax credit/bond application/closing (on a pipeline basis with WHEDA) in tandem with a new markets tax credit allocation/closing (NMTC) is the most feasible financing execution.

In order to finalize the structure, there have been numerous conference calls/ meetings with investor/lenders, including:

- August 11, 2015 Ellen Higgins meeting with Wyman Winston, Director of WHEDA, and Dave Ginger, Commercial Lending Officer, regarding a WHEDA bond execution with 4% housing tax credits, possible participation in WHEDA's bond pool offering in November, 2015; follow up conference calls on development pro forma assumptions in August and September, 2015.
- Andy Hughes, CommonBond's senior project manager assigned to Mill Road Library, has connected with BMO Harris (Chicago) about NMTC allocation and timing of close with WHEDA tax credits.
- September 23, 2015 Melissa Goins has connected with Madison's Forward Community Investments, FCI, about their most recent allocation of NMTC and applicability to the Mill Road Library project .
- Maures/CommonBond is working with Baker Tilly (Don Bernards and Bill Boerigter) on structuring the blended tax credit allocations to ensure that we get maximum equity return.

Projected timeline for finalizing financial structure is end of November, 2015 following which, applications for housing tax credits and bond allocation to be submitted to WHEDA along with applications for allocation of NMTC. Earliest construction start projected for Spring, 2016; completion 10 months thereafter. Timing is contingent on obtaining an allocation of NMTC, which in turn, is contingent on funders' analysis of development location meeting their low income area priorities. By end of November, 2015, we should have a handle on the feasibility of obtaining this allocation and the ability to coordinate a NMTC closing with the WHEDA 4%credit/bond closing.

*ATTACHMENT B-P. 4 of 4  
MPL AGENDA-10/27/15*

*P. 24*





**MILWAUKEE**  
PUBLIC LIBRARY

*Paula A. Kiely*  
*Director*

October 2, 2015

To: Finance & Personnel Committee of the  
Milwaukee Public Library Board of Trustees:  
Vice-Chair JoAnne Anton, Joe'Mar Hooper, Milele Coggs, Joan Prince  
*all trustees are welcome to attend*  
MPL: Bill Lenski  
US Bank: Richard Romero, Wayne Sattler

Fm: Paula A. Kiely, Library Director

Re: Finance & Personnel Committee Meeting  
Wednesday October 7, 2015, 4:00 p.m.-5:00 p.m.  
Central Library Meeting Room 1, 814 W. Wisconsin Avenue

**MEETING NOTICE AND AGENDA**

1. **Quarterly Review of Fund Investments.** Mr. Richard Romero and Mr. Wayne Sattler of US Bank will review the performance of the Trust Fund investments and offer suggestions for maximizing returns.
2. **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
3. **2016 MPL Trust Fund Expenditures.** Approval will be requested to expend funds from the Trust Fund for materials, staff training, programming, marketing and contingency in 2016.

Attachment B, page 5

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**ATTACHMENT C-P. 1 of 8**  
**MPL AGENDA-10/27/15**



# MPL MEMORANDUM

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**Date:** October 1, 2015

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

**From:** Bill Lenski, General Accounting Manager

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

I have confirmed that in June, July and August 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.

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

The Deputy Director received the June - August monthly bank statements and reviewed canceled checks. Monthly bank reconciliations were prepared and all transactions have been posted to QuickBooks.

**MPL Trust and Gift Funds**  
**Balance Sheet**  
 As of August 31, 2015

	Aug 31, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cert. of Deposit/Comm. Paper	438,000.00
Checking - US Bank	10,875.86
Common Stock	849.90
Trust & Custody - US Bank	3,387,247.54
Total Checking/Savings	3,836,973.30
Total Current Assets	3,836,973.30
<b>TOTAL ASSETS</b>	3,836,973.30
<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	-114,832.61
Total Equity	3,836,973.30
<b>TOTAL LIABILITIES &amp; EQUITY</b>	3,836,973.30

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

	Jan - Aug 15
Ordinary Income/Expense	
Income	
Facilities Rental	6,750.00
Gifts	9,432.62
Investment Income	
Gains and Losses	-88,497.88
Interest and Dividends	31,202.30
Total Investment Income	-57,295.58
Other Income	37,292.18
Sale of Materials	2,463.08
User Fees	190.00
Total Income	-1,167.70
Expense	
Equipment Purchases	19,365.41
Events	9,678.54
Honorarium	7,849.79
Library Materials	20.95
Memberships	1,788.50
Mileage	2,919.72
Miscellaneous Expenses	2,030.74
Outside Services	52,709.62
Photo Reproductions	321.18
Professional Fees	4,400.00
Sales Tax	-44.85
Supplies	9,415.73
Training	3,209.58
Total Expense	113,664.91
Net Ordinary Income	-114,832.61
Other Income/Expense	
Other Income	
Transfer In	7,084,305.84
Total Other Income	7,084,305.84
Other Expense	
Transfer Out	7,084,305.84
Total Other Expense	7,084,305.84
Net Other Income	0.00
Net Income	-114,832.61



**MILWAUKEE**  
**PUBLIC LIBRARY**

October 2, 2015

To: Milwaukee Public Library Board Finance & Personnel Committee  
Fr: Paula A. Kiely, Library Director  
Re: 2016 Trust Fund and Gift Fund Expenditure Request

Approval is requested to expend up to \$108,121 from the Milwaukee Public Library Trust and Gift Funds for operational support during 2016.

TRUST FUND

\$104,671	Unrestricted – staff training, public program support, marketing and promotion, and collection materials. (Based on 4% of the average unrestricted fund value of the last 12 quarters.)
\$ 3,450	Restricted – \$1,200 from Goldstein fund supports staff development for Wisconsin Talking Book and Braille Library staff; \$2250 from Hunkle Fund supports Art books, etc.
<u>\$108,121</u>	Total Trust Fund Expenditure Request

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
FINANCE & PERSONNEL COMMITTEE  
MINUTES  
Wednesday October 7, 2015  
Central Library Meeting Room 1  
814 W. Wisconsin Avenue**

**PRESENT:** JoAnne Anton, Joe' Mar Hooper, Joan Prince, Paula Kiely

**EXCUSED:** Ald. Milele Coggs

**STAFF**

**PRESENT:** Bill Lenski, Crystal Sura

**OTHERS** Richard Romero, US Bank

**PRESENT:** Wayne Sattler, US Bank

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Vice-Chair JoAnne Anton, called the meeting of the Board of Trustees Finance & Personnel Committee to order at 4:05 p.m. on Wednesday October 7, 2015. Trustee Prince participated by conference phone.

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1. **Quarterly Review of Fund Investments.** Vice-chair Anton introduced Vice-President & Relationship Manager Richard Romero, and Senior Portfolio Manager Wayne Sattler from US Bank Institutional Trust & Custody. Mr. Sattler distributed the Milwaukee Public Library investment report listing the trust fund's performance, the portfolio overview, equity analysis and holdings. Mr. Sattler summarized the market review and outlook. After a review of the library's portfolio asset allocation and performance since inception on July 1, 2015 and ending September 30, 2015, he stated that there is no immediate need for a change in the allocation at this time. It was determined that the Library's Investment Policy should be reviewed annually and that library administration will work with US Bank to securely distribute performance reports electronically. The committee accepted the report. Informational item.
  
2. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.** Library Accounting Manager Bill Lenski referred to the memo regarding Internal Controls – Third Period 2015, attachment A, page 2 of the agenda. He reported to the committee that all reconciliations and statements have been reviewed and approved monthly and have been found to be in good order. The MPL Trust and Gift Funds Balance Sheet and the MPL Trust and Gift Funds Revenues and Expenditures through August 2015 were reviewed. It was noted that the Other Income Transfer In was money that was held in the account until the transaction to the Institutional Trust and Custody could take place. The US Bank report reflects this transaction on page 19. The committee asked that a footnote be added to the Revenues and Expenditures document for the record. The revised document is attached at the end of these minutes. Informational item.

- 
3. **2016 MPL Trust Fund Expenditures.** Director Kiely referred to the memo dated October 2, 2015, regarding the 2016 Trust Fund and Gift Fund Expenditure Request, attachment B, page 5 of the agenda. Library Administration is requesting approval to expend \$104,671 of unrestricted funds from the MPL Trust Fund to be used for staff training, public program support, marketing and promotion, and collection materials, and \$3,450 of restricted funds, for a total request of \$108,121. The restricted funds will be spent as the donors specified. After a brief discussion, Trustee Hooper moved and Trustee Prince seconded a motion to approve the recommendation made by Library Administration to expend \$108,121 from the MPL Trust Fund for operational support during 2016. Motion passed. Director Kiely added that a detailed report on how the funds were allocated is presented to the committee annually in January.
- 

The meeting of the Library Board's Finance & Personnel Committee was adjourned at 5:10 p.m. on Wednesday October 7, 2015.

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MPLTrust and Gift Funds  
 Revenues and Expenditures - Total All Funds

January through August 2015

Jan - Aug 15

Ordinary Income/Expense

Income

Facilities Rental	6,750.00
Gifts	9,432.62
Investment Income	
Gains and Losses	-88,497.88
Interest and Dividends	<u>31,202.30</u>
Total Investment Income	-57,295.58
Other Income	37,292.18
Sale of Materials	2,463.08
User Fees	<u>190.00</u>
Total Income	-1,167.70

Expense

Equipment Purchases	19,365.41
Events	9,678.54
Honorarium	7,849.79
Library Materials	20.95
Memberships	1,788.50
Mileage	2,919.72
Miscellaneous Expenses	2,030.74
Outside Services	52,709.62
Photo Reproductions	321.18
Professional Fees	4,400.00
Sales Tax	-44.85
Supplies	9,415.73
Training	<u>3,209.58</u>
Total Expense	<u>113,664.91</u>

Net Ordinary Income -114,832.61

Other Income/Expense\*

Other Income

Transfer In	<u>7,084,305.84</u>
Total Other Income	7,084,305.84

Other Expense

Transfer Out	<u>7,084,305.84</u>
Total Other Expense	<u>7,084,305.84</u>

Net Other Income 0.00

Net Income -114,832.61

\* Fund Transfer to new Investment Management Firm





# Milwaukee Public Library 2016 Proposed Public Service Hours<sup>1</sup>

## Central Library

### Art and Humanities Rooms

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

*54 hrs/wk, same as 2015*

*43 hrs/wk, same as 2015*

### Drive-Up at Central Library

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

*60.5 hrs/wk, same as 2015*

## Branch Libraries

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

### Atkinson, Capitol, Forest Home

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

*40 hrs/wk, same as 2015*

*39 hrs/wk, same as 2015*

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

### Center Street

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

*49 hrs/wk, same as 2015*

*50 hrs/wk, same as 2015*

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

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

**MPL Express at Silver Spring:** offers service 24 hours per day

<sup>1</sup> Effective Monday, December 21, 2015



# Leadership Brief: Partners for Education

## Overview

Education is *the* challenge of the 21<sup>st</sup> century. Governors, mayors, county executives, city managers, library CEOs, school superintendents, educators, and business and civic leaders recognize that succeeding today requires a higher order of problem-solving, critical-thinking skills, and continuous learning from cradle through career.

"I don't know how you can be a mayor in the 21<sup>st</sup> century and not have education as a central tenet of the work you're doing," said Mayor Chris Coleman of Saint Paul, Minnesota, and immediate past president of the National League of Cities in a published interview. "Education is my job strategy, my economic strategy, and my public safety strategy."<sup>1</sup>

Traditional education systems cannot meet today's learning and skill development needs alone. Like many modern challenges, education takes a village – a well-coordinated network of government, business, and formal and informal education institutions committed to improving education outcomes. While awareness of the need for new approaches to education is widespread, strategic collaboration among key players is often lacking, leading to missed opportunities, community confusion about available resources, disconnected outcomes, and competition for public and private resources.

A critical and sometimes overlooked resource is the public library, which is well-positioned to facilitate collaboration, build partnerships, address gaps, and support a lifetime of improved education outcomes.

### About this Leadership Brief

This Leadership Brief highlights the changing education landscape and the progressive work of public libraries to meet the diverse education needs in the communities they serve. It identifies seven action strategies for local elected and appointed officials to pursue with public libraries to improve education outcomes.

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

Our understanding of education has changed dramatically over the last decade. Research shows that an integrated and continuous approach to learning that begins early, draws on a variety of resources, extends beyond traditional classrooms, and is interest-driven enables children, youth, teens, adults, and seniors to succeed in school, careers, and life.

Local government officials recognize that educational opportunities play a key role in quality of life, economic development, and public safety and have made education a top priority, whether or not they have authority over the school system.

- **Chattanooga** Mayor Andy Berke established his commitment to improving education in collaboration with the school district at his 2013 inauguration. "For too long in our community, we have pointed fingers rather than raising hands when asked who is responsible for educating our children," Berke said. "Today, I raise my hand as mayor and say the city is ready to do its part."<sup>2</sup>
- In **Houston**, the Mayor's Office of Education Initiatives coordinates community resources that are designed to help learners graduate from high school, receive workforce training or earn a college degree, and find jobs that support long-term success.<sup>3</sup>

- In **Hartford**, Mayor Pedro Segarra created an Office of Families, Children, Youth, and Recreation to coordinate city learning programs and appointed Hartford Public Library Chief Executive Officer Matthew Poland to the Hartford Board of Education.
- **Howard County, Maryland**, has worked to align education resources including schools, county offices, the public library, the community college, museums, and historic sites to create a comprehensive education system. Newly elected County Executive Allan Kittleman identified education and public safety as his top priorities. "I intend . . . to do everything within our power to help every student achieve to the top of his or her potential," Kittleman said in his December 2014 inaugural speech, adding that he will focus on a "24/7 education initiative" to support Howard County students after hours as well as during the school day.<sup>4</sup>

## Libraries as Education Institutions

Public libraries have a history of responding quickly to changing community needs. "We lament when institutions dig in their heels and embrace the status quo," said Julia Stasch, interim president of the John D. and Catherine

### 21<sup>st</sup> Century Education Principles

1. Learning may occur at any time, any place, any path, and any pace.
2. Quality learning experiences for children from birth to age five pay long-term dividends, including school and employment success, stronger families, and reduced crime.
3. Young people respond more positively to learning that is personal, interest-driven, informal, and supported by peers and mentors.
4. Well-designed networks that connect diverse resources and approaches improve education outcomes.
5. Quality after-school and summer learning programs improve outcomes, reduce out-of-school learning loss, and support families and communities.
6. Technology is a catalyst for learning.
7. Well-designed, easily accessible, and welcoming spaces contribute to active participation and successful education outcomes.<sup>5</sup>

T. MacArthur Foundation, in an interview for a special edition of *National Civic Review*. "In contrast, libraries on the whole are eager to embrace changes in society."<sup>6</sup> That mission flexibility has led libraries to expand and modernize their approaches to literacy, learning, and education to meet 21<sup>st</sup> century challenges.

Libraries bring a wealth of assets and education expertise, including status as trusted community hubs, a longtime commitment to literacy, technology tools, creative-learning labs, homework help, business incubators, and development of workforce skills. Perhaps most important, libraries are multidisciplinary organizations, uniquely able to serve audiences from cradle through career and knit together diverse resources to meet broad needs. In today's knowledge economy, libraries fill the urgent need for a public knowledge institution.

"What physical libraries do is create a space for learning that is very different than the learning taking place in a classroom in a public school or even a university," said Richard Reyes-Gavilan, executive director of the District of Columbia Public Library. "You've got a real laboratory-like atmosphere, and that spirit of innovation is only getting more popular in libraries."

To improve education outcomes, libraries are committed to (1) creating programming and partnerships that fit into a community learning continuum; (2) building systems that demonstrate that learning at the library is real, valuable, and transferrable; and (3) integrating community, school, and library metrics to measure and assess education outcomes.

The following provide examples of library education innovations.

- The **Howard County (Maryland) Public Library System's** HiTech digital media lab delivers cutting-edge science, technology, engineering, and math (STEM) education to students aged 11–18 and serves as a launching point for STEM careers through partnerships with employers in the region.<sup>7</sup>
- In **Nashville**, Mayor Karl Dean created Limitless Libraries, a program that brings the vast resources of the **Nashville Public Library** to the city's 128 public schools. Mayor Dean said the initial challenge was to "break down the walls" between the public library system, which is part of the general government, and the Metro school system. Four years later, the number of students with library cards has quadrupled, circulation of library resources to all schools has increased dramatically, and

kids have easy access to books, music, videos, and other resources – all delivered to their schools within one or two days of request.

“We want Nashville to be a city of lifelong learning and a place where people are curious – and a strong library system is essential to that,” Mayor Dean said. “We have constructed new branches and undertaken renovations of others, and there is nothing that I do as Mayor that is more popular with our citizens than investments in libraries.”<sup>8</sup>

- In Alaska, where nearly half of all children enter kindergarten unprepared to read, the **Anchorage Public Library** delivers early-literacy resources to every corner of the state. Learning kits are shipped to libraries, health agencies, tribal council offices, rural educators, and child-care providers. Resources include ready-to-read packages with picture books for children from birth to age three; bags with a book, puppet, and music CD for group story-time sessions; and read-to-me at-home kits for parent/child at-home reading sessions.<sup>9</sup>
- The **Carlsbad (California) City Library Learning Center** is a bilingual community-gathering place dedicated to supporting all city residents in their learning journeys. Opened in 2008, the branch library consolidated previously scattered early childhood, English as a second language, and adult literacy programs into a renovated former girls’ club. The center’s programs emphasize partnerships to create a community-learning continuum and accomplish more than any one agency could on its own. “By leveraging partnerships, the City of Carlsbad has been able to do things we couldn’t do alone,” said Carlsbad City Manager Steve Sarkozy. “We’ve been able to offer more programs and serve more residents at the learning center as we’ve fostered new partnerships.”<sup>10</sup>
- The **Hartford Public Library** opened branches in three public schools to serve students during the day and after school and the general public during regular library hours. The Mark Twain Branch, which opened in the author’s home in 1930 and later moved to a busy thoroughfare, relocated to Hartford Public High School in 2011, where it supports library services for the high school and three nearby middle and elementary schools. In 2013, this branch received a 21<sup>st</sup> Century Educational Grant from the Connecticut Department of Education for out-of-school programming, the first public library to receive this award. The Ropkins Branch and Sand Elementary School opened in 1998 in a new school/library complex that serves 1,100 students in two neighborhood schools as well as the community.

## Five Library Education Assets

1. Because of their position as safe, trusted, inclusive community hubs, libraries are in touch with the changing education needs of the community. They have their fingers on the pulse of the community.
2. Libraries are the only education institutions that connect with individual learning needs from birth through senior years. No one ages out of the public library.
3. Libraries know how to use diverse education formats, from one-on-one coaching to building high-tech skills. They keep abreast of changing learning models without abandoning approaches that are timeless.
4. Nobody does personalized and customized learning better than libraries. They meet individuals where they are – from a new mother wanting to get her infant off to a good learning start to an immigrant learning English to become a productive part of the new economy – and help them move to the next rung on their learning ladders.
5. Libraries are adept at building partnerships to support education goals. Partners include schools, workforce centers, community colleges, federal agencies, high-tech companies, civic organizations, and nonprofits. Never the Lone Ranger, libraries seek out and thrive on partnerships that broaden impact.

The Dwight Branch, the library’s oldest, relocated to the Parkville Community School in 1979; it was renovated and expanded to accommodate the demand in 2012.<sup>11</sup>

- The **Chattanooga Public Library’s “4th Floor”** is a 12,000-square-foot public lab and education facility that focuses on information, design, technology, and applied arts. The space provides technology equipment, expertise, and programs, and includes a “GigLab,” which offers high-speed Internet access as a platform for innovation, collaboration, and 21<sup>st</sup> century learning.<sup>12</sup>
- The **Chicago Public Library’s Youmedia** teen digital center is a national model for learning labs in libraries and museums across the county to help teens gain the skills they need to succeed. Learning labs provide access to new media, emphasize interest-driven and production-centered learning, connect teens with adult mentors, and capitalize on community resources such as museums, science centers, and other organizations to connect teens to future opportunities.<sup>13</sup>

- Working with the local chamber of commerce, the **Skokie (Illinois) Public Library** created a business and career center to support small and home-based businesses, entrepreneurs, and job seekers. The center provides space where independent business people can work, hold meetings, learn from one another, and use a range of resources – including an online business portal and a reference librarian with an MBA who provides guidance to individuals on solving problems and meeting new challenges.<sup>14</sup>

## Strategies for Strengthening Education Partnerships

It takes a well-coordinated strategy to tackle today's education challenges. Library leaders already participate in, support, coordinate, and lead networks that will broaden impacts and improve education outcomes from cradle through career and are ready to do more. The following strategies will help local officials maximize the capacity of libraries as education resources.

1. Connect with your public library and the education services it provides.
2. Regardless of whether the public library is part of your local government or a separate institution, talk to the library executive regularly about how he or she can support your education priorities.

3. Use the power of your position to make connections happen that can improve education outcomes.
4. Include the library at all tables where community education issues and strategies are discussed.
5. Take advantage of the library's unique assets and its place in the community to connect with residents and understand their education needs.
6. Make the library a regular component of the community education system and expect it to contribute in meaningful and innovative ways.
7. Encourage and support innovation and creativity in education that goes beyond traditional models and celebrate successes, no matter how small.

## Improving Public Education Together

Education in America must be more powerful to prepare people of all ages to meet the challenges of today's global economy and succeed throughout life. No one organization or education system can accomplish that alone. Libraries are heavily involved in carrying out education programs that are producing impressive results and offer great promise. Local officials need to seize the opportunities offered by their public libraries to broaden, deepen, and strengthen education outcomes. Failing to leverage the library's broad capacities and community connections is a missed opportunity when the learning needs are so great.

<sup>1</sup> Joe Kimball, "St. Paul Mayor Chris Coleman Q-A: Challenges Ahead, But Great Projects Transforming the City," MINNPOST, February 14, 2013.

<sup>2</sup> 2013 Inaugural Remarks. <http://www.chattanooga.gov/mayors-office/speech/inaugural-remarks>.

<sup>3</sup> Mayor's Office of Education Initiatives. <http://www.houstontx.gov/education/>

<sup>4</sup> Amanda Yeager, "Kittleman, Howard Council Take Oath Of Office," Howard County Times, December 2, 2014.

<sup>5</sup> Adapted from *Leadership Brief: Libraries Igniting Learning*, Washington: Urban Libraries Council, Summer 2014.

<sup>6</sup> "Investing in Civic Education and Public Libraries: A Roundtable Discussion with Paula Ellis, Deborah Jacobs, and Julia Stasch." *National Civic Review* (Winter 2012): 5–10.

<sup>7</sup> 2013 ULC Top Innovators, [http://www.urbanlibraries.org/hitech--the-road-to-a-stem-career-innovation-834.php?page\\_id=175](http://www.urbanlibraries.org/hitech--the-road-to-a-stem-career-innovation-834.php?page_id=175), and Howard County Public Library System, [www.hclibrary.org](http://www.hclibrary.org).

<sup>8</sup> "Rising to the Challenge: Re-envisioning Public Libraries," op. cit., and "Limitless Libraries Executive Summary: How Students Use and Benefit from Limitless Libraries." <http://www.limitlesslibraries.org/wp-content/uploads/2014/07/executive-summary-web.pdf>. "Rising to the Challenge: Re-envisioning Public Libraries" Panel Discussion, New York Public Library, October 14, 2014. <http://csreports.aspeninstitute.org/Dialogue-on-Public-Libraries/2014/in-the-news/details/0019/Libraries-Report-Launch-Video>.

<sup>9</sup> Anchorage Public Library, <http://libguides.anchoragepubliclibrary.org/content.php?pid=520749&sid=4284440>

<sup>10</sup> Carlsbad City Library at <http://www.carlsbadca.gov/services/depts/library/about/locations.asp>.

<sup>11</sup> Hartford Public Library at <http://www.hplct.org/locations-hours>

<sup>12</sup> Chattanooga Public Library, 4<sup>th</sup> Floor. <http://chattlibrary.org/4th-floor>

<sup>13</sup> *Learning Labs in Libraries and Museums: Transformative Spaces for Teens*. Washington: Association of Science-Technology Centers, Urban Libraries Council, October 2014. Library learning labs are operating in Billings, MT; Columbus, OH; Howard County, MD; Kansas City, MO; Las Vegas-Clark County, NV; Lynn, MA; Miami, FL; Monroe County, NY; Nashville, TN; Philadelphia and Pittsburgh, PA; Pima County, AZ; Poughkeepsie, NY; Thornton, CO; Saint Paul, MN; and San Francisco, CA.

<sup>14</sup> 2013 ULC Top Innovators, [http://www.urbanlibraries.org/skokie-public-library-business-and-career-center-innovation-868.php?page\\_id=170](http://www.urbanlibraries.org/skokie-public-library-business-and-career-center-innovation-868.php?page_id=170), and Skokie Public Library at <http://skokieliibrary.info/about/>.



*ULC thanks our sponsor, Gale, a part of Cengage Learning, for creating the foundation of this Leadership*

*Brief in October 2013. Gale believes the library is the heart of its community, driving meaningful and measurable outcomes for individual users and groups. Gale is a partner to libraries and businesses looking to deliver educational content, tools and services to support entrepreneurship, encourage self-directed learning, aid in research and instruction and provide enlightening experiences. Gale has been a leading provider of research and education resources to libraries for 60 years and is committed to supporting the continued innovation and evolution of libraries and their users.*

*The Urban Libraries Council (ULC) is the premier membership organization for North America's leading public library systems. For more information, please visit [www.urbanlibraries.org](http://www.urbanlibraries.org).*