

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Thursday, May 15, 2008
Mill Road Library Meeting Room
3501 W. Oklahoma Ave.**

PRESENT: Sharon Cook, John Gurda, Joan Prince, David Riemer, Kathy Williams, and Paula Kiely

EXCUSED: Ald. Ashanti Hamilton, Charlene Hardin, Art Harrington, Marty Schreiber, Ald. Terry Witkowski

STAFF: Bruce Gay, Joan Johnson, Joy Kilimann, Sandra Melcher, Sandy Rusch Walton, Karen Radtke, Taj Schoening, Crystal Sura

PRESENT:

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Management

President Joan Prince called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:20 a.m. on May 15, 2008 with a quorum present.

PUBLIC COMMENT None.

Library Director Paula Kiely introduced Mill Road Branch Manager Joy Kilimann who welcomed the Board and gave a brief history of the library. The Mill Road Library continues to respond to patrons needs by making the necessary changes to ensure efficiency and comfort in the library and by updating collections. The library is busy, the computers are in constant use and circulation has been steady. Ms. Kilimann also commented that the commercial development in the area frequently shifts and may be a factor in the patronage. A discussion on the necessity of signage to lead people to the library took place.

APPROVAL OF MINUTES Trustee Gurda moved and Trustee Cook seconded a motion to approve the April 16, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

OLD BUSINESS

1. **Best Practices Review**. In response to the Best Practices Review report that indicated Madison Public Library's increase in circulation by 25% over the last four years, Director Paula Kiely shared information. During the same period, MPL's circulation had decreased by 14.4%. In a conversation with the Madison Public Library Director, it was stated that their system is currently experiencing decreases. Community growth and media were listed as a factors contributing to the four year increase; however, areas of Madison that are more urban are experiencing changing neighborhoods – less educated community, declining housing stock, aging library buildings, after-school behavior issues, and a reduced materials budget – are all factors contributing to the current decrease. Trustee Gurda stated that the report indicated MPL had the highest decrease in circulation during the years of reduced hours and less funding for

1. **Best Practices Review.** (continued)
materials. Ms. Kiely reminded the Board that a staff committee has been working on a library card campaign for this fall. Policies may be changed to provide easy access to all of the library services. Trustee Cook suggested that we start an internal promotion with city employees. This could be an opportunity for the library to test-drive new marketing strategies and find out why people don't have library cards.
Informational item.
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2. **Proposed Changes to Two Library Policies.** President Prince stated that the library card registration policy was discussed in the Board's Library Services & Programs Committee. It was recommended that the Teen Advisory Board be consulted. Ms. Kiely reported that the group wanted the option of either having the proper identification or obtaining a parent/guardian signature. Currently, at age 15, a student needs to provide their own identification to get a library card. The recommendation is to change the policy age and identification requirements to: age 0-14, parent/guardian signature required; age 15-17, either provide proper identification or obtain parent/guardian signature, and age 18, provide proper identification. Library card holders become responsible for materials and fines and age 15. Trustee Cook moved approval and Trustee Williams seconded the motion.
Motion passed.

The library gift policy was also discussed at the Board's Library Services & Programs Committee meeting. Central Library Director Joan Johnson distributed a New & Donated Materials document which is attached at the end of these minutes. Ms. Johnson explained that the process for gift books is costly and time-consuming. The estimated value of gift books that have been added to the collection in one year totals \$81,000. The cost to accept, analyze and process those books cost \$90,000. The recommendation is to accept limited items and refer most patrons, who wish to donate used books, to the Friends of the Library Bookseller. Last year, the Friends donated \$43,000 to MPL from the sale of used books. The gain of staff time will be reallocated to direct public service. Trustee Cook moved to approve with a request for a letter from the Friends Board indicating their willingness to accept the used books donated to MPL. Trustee Williams seconded the motion. After discussion, the motion was rescinded. Library staff will seek a formal communication from the Friends of the Library prior to taking future action.

No action was taken.

NEW BUSINESS

3. **Election of Board Officers.** Trustee Gurda stated that at the April 16, 2008 meeting, nominations for Board President, Vice-President and Financial Secretary were recommended. Trustee Riemer to be appointed as President and serve a two-year term, Trustee Gurda to be appointed as Vice-President and serve a two-year term, and Trustee Schreiber to remain Financial Secretary for one year. The Library Director continues to serve as ex-officio secretary. Mayor and County Executive appointments

3. **Election of Board Officers.** (continued)
to the library board still need to be made. The motion made by Trustee Gurda and seconded by Trustee Williams was passed unanimously.

Motion passed.

4. **Bookmobile.** Neighborhood Libraries Director Sandra Melcher reported that, due to the lack of funding, the bookmobile has been retired since December 2005. It has been stored in the DPW parking lot and the department is now looking to use that space. Since retirement, the bookmobile was used briefly during the summer of 2006 and 2007 by the Milwaukee Police Department for a neighborhood outreach program. The bookmobile was purchased in 1991 and is no longer cost-effective to maintain. The library does not have the funding to restore the service. Library administration is asking for approval to sell the bookmobile. Wisconsin State Statutes give the MPL Board the authority to sell or dispose of equipment. Trustee Cook moved and Trustee Gurda seconded the motion to sell the bookmobile with proceeds coming back to MPL.

Motion passed.

5. **MPL Executive Committee.** President Prince referred to the committee minutes, attachment B, page 22 of the agenda. Ms. Prince stated that at the Executive Committee meeting, a number of recommendations related to the Media Holds Policy were reviewed, but more discussion is needed. Ms. Kiely reported on the Milwaukee County Federated Library System (MCFLS) Task Force meeting held on May 7. There was a suggestion at that meeting to lower the maximum holds to 10 or 15 to help alleviate the staffing issues surrounding the holds requests. MPL is willing to study this if the other system libraries are willing to accept it. At the MPL Executive Committee meeting, Trustee Riemer suggested MCFLS ask their attorney to consider the question of whose authority it is to impose a unilateral policy on setting the holds limits. This interloan issue is on agenda for the May 29 MCFLS Board meeting.

No action was taken.

6. **Building & Development Committee.** The minutes from the Building & Development Committee meeting of May 9 were distributed. Chair Trustee Gurda reported that library administration presented an MPL Facilities Vision to the committee. The committee appreciated the excitement of the plan but responded with questions and some concerns. The media room renovation was reviewed and accepted in principle. More discussion will take place before a formal facilities presentation will come before the full Board. The agenda and minutes are attached.

No action was taken.

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7. **AIM Meeting**. Ms. Kiely explained that the Mayor holds bi-monthly Accountability In Management (AIM) meetings with his cabinet members. The library met on May 14 presenting various library statistics and reviewing outcome measures. Mayor Barrett is interested in meeting with the Board at a future date.

Informational item.

8. **Summer Reading Programming**. Central Library Director Joan Johnson and Librarian Karen Radtke reported that this year's theme for MPL's summer reading program is "Super Reader!" Official sign-up begins May 19. Summer reading folders and a Super Reader magnet will be given out to each participant. Folders were also distributed at most City of Milwaukee schools during the month of May. MPL can play a key role in developing more literate children in the city by providing hundreds of programs throughout the summer, to encourage reading. Many generous donors support the summer reading program. Milwaukee moms.com is also featuring MPL on their website.

Informational item.

9. **National Endowment of the Arts (NEA) Big Read Grant**. Marketing and Public Relations Officer Sandy Rusch Walton summarized the Big Read final report, attachment C, page 34 of the agenda. The grant award of \$20,000 from the NEA supported planning and promotion of various events throughout Milwaukee to promote the reading of *Their Eyes Were Watching God* by Zora Neale Hurston. The NEA's goal is to create a nation of readers. The project was very successful throughout the library system and among the many partners.

Informational item.

ADMINISTRATIVE REPORTS

10. **Personnel Actions**. Personnel actions, attachment D, page 38 of the agenda, were presented and reviewed.

Informational item.

11. **Financial Report**. After general review, the investment activity listed below was noted for the record:

U. S. Bank Certificate of Deposit #362066558 dated 04/04/08 and maturing 05/05/08 at a rate of 2.25%.....\$200,000.

Informational item

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12. **Library Director's Report.** The Library Director's Report, attachment F, page 41 of the agenda was presented. Ms. Kiely highlighted Kids Fest at Wisconsin State Fair Park. Library staff promoted the Time to Read program and the Super Readers summer reading program to approximately 11,000 people. The Branching Out poetry series held its final program on May 1. The National Endowment for the Arts funded this project which began 3 years ago. MPL was one of five libraries across the country to be invited to participate. Over the years, 12 nationally known poet scholars have come to the city to lecture on world known poets. It has been an outstanding series with the audience steadily growing. The Teen Advisory Board hosted the Stop Teenage Violence Series. Community interest in this series has been very positive. MPL's teenagers are engaged in the Teen Advisory Board and doing good work. Circulation counts have increased almost 6% over the same month last year. One of the factors contributing to this may be the general downturn in the economy. When the economy is tough, people tend to come back to their library. Trustee Cook suggested following up on the economy statement by searching for a study or a statistical analysis for more information.

Informational item.

ADDITIONAL NEW BUSINESS.

Trustee Riemer requested a special meeting of the Board be held to discuss the library budget. The Board agreed by consensus.

Trustee Riemer expressed his thanks to President Prince for her service as President of the Board. President Prince acknowledged the gratitude and stated that it was her honor and pleasure to serve the library.

With no further business, the Milwaukee Public Library Board of Trustees meeting of May 15, 2008 was adjourned at 10:10 a.m.
