

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday February 17, 2009
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

PRESENT: Ald. Milele Coggs, John Gurda, Ald. Ashanti Hamilton, Ald. Nik Kovac,
Joan Prince, David Riemer, Paula Kiely

EXCUSED: Sharon Cook, Dir. Charlene Hardin, Art Harrington, Marty Schreiber

STAFF Bruce Gay, Joan Johnson, Sandra Melcher, Taj Schoening,

PRESENT: Crystal Sura, Paul Wilant

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Jake Miller, Budget and Policy Division

President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:21 a.m. on February 17, 2009 with a quorum attained at 8:23 a.m.

PUBLIC COMMENT None.

APPROVAL OF MINUTES Trustee Prince moved and Trustee Gurda seconded a motion to approve the January 20, 2009 meeting minutes, shown as attachment A of the agenda packet. Motion passed.

OLD BUSINESS

1. **New Library Cards.** Mayor Tom Barrett and members of the Board received a new MPL card and key fob.

Informational item.

COMMITTEE REPORTS

2. **Strategy Committee.** Committee Chair David Riemer referred to the February 2, 2009 Strategy Committee meeting minutes, attachment B, page 14 of the agenda. The Systems Options document on page 19 of the agenda was reviewed. President Riemer reported that the Strategy Committee discussion focused on Option D, Streamlined System and Option E, Express/Technology System. These options replace outdated libraries with large community libraries and small express libraries. President Riemer stated that Director Paula Kiely, Jake Miller, library budget analyst, and library staff are looking at costs to present an idea of what the investment would be on libraries providing examples of library hours and staffing. Trustee Kovac asked whether some of the savings would come from deferring capitol maintenance on existing buildings and asked if the libraries that will be replaced would be named. Ms. Kiely replied that there are six libraries that need major investment and those libraries will be analyzed. Trustee Kovac stated that the community and Common Council will benefit from Board discussion that involves

Strategy Committee. (continued)

information on specific libraries. Ms. Kiely agreed, adding that once the Board is comfortable with the concept of how the library will move forward as a system, the detailed plan will be submitted. MPL's budget proposal will be due May 5, 2009.

Informational item.

3. **Bylaws Committee.** Chair Joan Prince reminded the Board that the Bylaws Committee was charged by the Board President to review the current MPL Bylaws, last adopted on July 17, 1996 and amended in 2001, and revise as necessary to reflect current practices of the Board. The full Board received the bylaws draft and was asked to review it and send any comments, concerns or suggestions to Trustee Joan Prince and Library Director Paula Kiely. No comments from the Board were received. At the February 13, 2009 Bylaws Committee meeting, the draft of the revised MPL Board Bylaws was again reviewed by the committee with clarifications made where necessary. The next full draft will be sent to the City Attorney for review and comment. The Board can expect to review a final draft, incorporating the City Attorney's changes, in March 2009. Final approval of the Milwaukee Public Library Bylaws is expected to take place at the April 22, 2009 regular meeting. Some information that was found to be procedural has been moved from the Bylaws into a draft Board Operating Guidelines manual. Once the Bylaws are completed, the Guidelines manual will be submitted to the Board President for further action. The February 13, 2009 Bylaws Committee minutes are attached.

Informational item.

4. **Building and Development Committee.** Committee Chair John Gurda summarized the February 17, 2009 meeting regarding the Central Library's Green Roof project and a Milwaukee Metropolitan Sewerage District (MMSD) Grant. Library Administration proposes replacement of the conventional roof on the annex of the Central Library with a green roof. The project complements a larger city effort but MPL was responsible for initiating the request for proposals. Proposals were evaluated on experience, ability to complete the project within the projected time frame, approach to the project and cost. Vice-President Gurda made the recommendation, in the form of a motion, to award the architectural services contract for the Central Library Green Roof to Hammel, Green & Abrahamson, Inc. (HGA) for \$47,400. Trustee Prince seconded the motion.

Motion passed.

Vice-President Gurda moved and Trustee Hamilton seconded a motion to apply for and accept a MMSD grant to make the new green roof accessible and educate the community on the ecological and economic benefits of a green roof. MMSD is offering this grant as part of their 2009 storm water best management practices partnership program. The Library's application will be for the amount of \$250,000. The February 17, 2009 Building and Development Committee minutes are attached.

Motion passed.

NEW BUSINESS

5. **Statement Concerning Public Library System Effectiveness.** Ms. Kiely explained that this statement gives an evaluation of the Milwaukee County Federated Library System (MCFLS) and is provided to the state annually, attachment C, page 20 of the agenda. Ms. Kiely asked the Board for approval to indicate that MCFLS has met MPL's expectations of cooperation. Vice-President Gurda moved approval and Trustee Prince seconded the motion. Trustee Prince expressed some reservation based on conflict over the last year. President Riemer stated that signing this document did not imply that there were no prior issues. It was acknowledged that Trustee Harrington, MPL's representative on the MCFLS Board and Director Kiely would have ample opportunity to share this with the MCFLS Board. President Riemer signed the official document that will be sent to the Wisconsin Department of Public Instruction, Division for Libraries, Technology, and Community Learning.

Motion passed.

6. **Resolution of Appreciation.** President David Riemer presented a resolution to Deputy Director Sandra Melcher on the occasion of her retirement, attachment D, page 21 of the agenda. Ms. Melcher received a standing ovation by the Trustees and others in attendance.

Motion passed.

7. **MPL Accomplishments.** Director Kiely shared the 2008 MPL accomplishments as reported to Mayor Barrett, attachment E, page 22 of the agenda. Ms. Kiely highlighted the increase in library use throughout the system. Ms. Kiely also acknowledged the great work of the entire MPL staff. Trustee Prince noted, and the Board was in agreement, that this report be used by the Strategy Committee as well as shared with the Common Council and posted on mpl.org. Alderwoman Coggs stated that MPL was featured in the Barrett Report, an e-newsletter, on February 13, 2009.

Informational item.

8. **Library Artwork.** Director Kiely referred to the memo dated February 10, 2009 regarding the Disposition of 1963 Sculpture, and provided information related to the artwork. An inquiry from a Milwaukee Journal Sentinel reporter prompted an investigation of the sculpture titled "Man Truly Unchained and Unshackled" by George Adams Dietrich that was formerly installed at the Zablocki Library. It appears the sculpture was accidentally disposed of during the 1983 renovation of the library. The library director has assigned a senior administrator the task of housing all records on MPL owned artwork in one location and creating a process to implement best practices for managing the library's art collection in the future.

Informational item.

-
9. **MPL Computer, Internet & Electronic Statistics.** Technical Services Manager Bruce Gay reported on a change in the way statistics are gathered to report the unique visitors to the MPL website, documented on the monthly MPL Computer, Internet, and Electronic Statistics report. Webtrends software previously tracked the information, but is no longer supported without the purchase of an upgrade. After researching the service options, the library chose Google Analytics. Google Analytics is a free service offered by Google that generates detailed statistics about the visitors on a website. Mr. Gay stated that the numbers this year will not be easily compared to last year because of the different ways the tools work.

Informational item.

ADMINISTRATIVE REPORTS

10. **Personnel Actions.** Personnel actions, attachment G, page 29 of the agenda, were presented and reviewed. Ms. Kiely noted the many changes in staffing that were due to the 2009 budget which reduced hours and cut twenty-six positions. Staff were reassigned to provide the best library service.

Informational item.

-
11. **Financial Report.** The Financial report as of January 31, 2009 was reviewed.

The investment activity listed below was noted for the record:

U. S. Bank Certificate of Deposit #338077395 dated 01/02/09 and maturing 02/02/09 at a rate of 0.25%.....\$330,000.

Informational item.

Trustee Kovac asked if there has been any discussion of additional support from the MPL Foundation. Ms. Kiely stated that there has not been discussion, adding that there is an MPL Foundation Finance Committee meeting scheduled for February 18, 2009. Ms. Kiely has met with MPL Foundation Director Meg Diaz about the needs of the library. President Riemer stated that the Strategy Committee has had brief discussion on possible revenue resources; for example, renting the library for events. Ms. Kiely stated that the City Attorney's opinion on the use of the library for events will be completed soon. Ms. Kiely stated that she had a telephone meeting with an events planning team at Chicago Public Library which rents their library spaces to the public. She noted that if MPL pursues this option, a business plan would need to be put in place after conducting a feasibility study to determine the return on investment.

-
12. **Library Director's Reports.** The Library Director's Reports, attachment I, page 33 of the agenda was presented. Ms. Kiely acknowledged the support that was given from the Health Department in dealing with a library patron that was diagnosed with Tuberculosis. Ms. Kiely also highlighted the new MPL Webcast programs on investing. The FINRA Investor Education Foundation Grant provided funding for three programs that are posted on MPL's Smart Investing web page. These sessions feature staff discussing basic investing and other financial topics with an expert. The library has also purchased investment materials to support this financial literacy initiative.

12. **Library Director's Reports.** (continued)

Circulation and patron counts have decreased. The most significant factor affecting the decrease may be the 5% reduction in hours open to the public.

Trustee Gurda questioned the large decrease of paging slips at Center Street and large increase of paging slips at Zablocki Library. Director Kiely will investigate further to determine what factors may have contributed to this.

A revised MPL Computer, Internet, and Electronic Statistics report was issued to include OverDrive digital download circulation. This records how many, digital audio books, music and videos, are checked out through a service called OverDrive.

Informational item.

ADDITIONAL NEW BUSINESS. None.

With no further business, the Milwaukee Public Library Board of Trustees meeting of February 17, 2009 was adjourned at 9:43 a.m.
