

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Wednesday April 22, 2009  
Villard Avenue Meeting Room  
3310 W. Villard Ave.**

**PRESENT:** Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Art Harrington,  
Joan Prince, David Riemer, Gretchen Schuldt, Paula Kiely

**EXCUSED:** Ald. Milele Coggs, Dir. Charlene Hardin, Ald. Nik Kovac, Martin Schreiber

**STAFF PRESENT:** Meg Diaz, Bruce Gay, Joan Johnson, Dawn Lauber, Bill Lenski,  
Sandy Rusch Walton, Taj Schoening, Crystal Sura, Michael Weber,  
Brian Williams-VanKlooster

**OTHERS PRESENT:** Amy Hefter, Legislative Reference Bureau  
Jake Miller, Budget and Policy Division  
Kevin Moloney, J P Morgan  
Katie Reilly, Reilly Penner & Benton

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President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:18 a.m. on April 22, 2009. A quorum was attained from 9:30 to 9:38 a.m. with Trustee Art Harrington participating by speaker phone. All action items were voted on with a quorum present.

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Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** None.

Library Director Paula Kiely introduced newly hired security manager, Mr. Michael Weber. Mr. Weber stated that his focus is on providing a safe environment for patrons and staff using consistent policies and procedures throughout the system.

Villard Avenue Library Branch Manager Brian Williams-VanKlooster was introduced by Ms. Kiely. Mr. Williams-VanKlooster welcomed the Board, stating that Villard Avenue Library is very busy helping patrons find their resources. The staff is active in reaching out to what he considers a stable community. Most recently the library established a Homework Help program. He added that diminishing staff is a challenge as the current building has limitations. The staff looks forward to a new library.

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**APPROVAL OF MINUTES** Trustee Cook moved and Trustee Hamilton seconded a motion to approve the March 17, 2009 meeting minutes, shown as attachment A of the agenda packet with one correction noted by Trustee Schuldt – the word loosing should be replaced with losing in item three on page five.

Motion passed.

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**OLD BUSINESS**

1. **2010 Budget.** Director Kiely stated that library administration has been instructed to provide a cost-to-continue budget for 2010, due on May 12, 2009. The budget office has asked all city departments to define service levels. Library administration has defined the following six areas: public service for the Central Library; Public Service - branch

1. **2010 Budget.** (continued)  
libraries; Technical Services and Collection; Programming and Outreach Services; Facility and Delivery Services and Administrative Services. All related budget items will be delegated between these areas. The dollars will be assigned by function rather than where people are working. The approach will determine specific costs for each service. Director Kiely noted that Budget Director Mark Nicolini will provide information on the 2010 budget at the June 17, 2009 Board meeting. Trustee Gurda asked what potential impact the stimulus money has on the budget. Director Kiely replied that library administration is exploring funding options but has been cautioned by the Mayor's office, that any new projects using stimulus funding must not increase the library's operating costs. Also, stimulus funding cannot be used for already existing projects. City funds that have already been allocated for a project cannot be replaced with stimulus funding.

Informational item.

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2. **Villard Square Update.** Director Kiely reported that the Wisconsin Housing and Economic Development Authority (WHEDA) is expected to announce the projects awarded federal tax credits later this week. Ms. Kiely stated that assuming the credits are awarded for the Villard Square project, she is revising the timeline to extend the opening of the Villard Square library to 2011. A document titled Key Decisions for Villard Square Library Planning was distributed and reviewed. The Board was in agreement that contracts will be presented to the Library Building and Development Committee to present their recommendations to the full board. The Key Decisions document is attached at the end of these minutes.

Informational item.

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### **COMMITTEE REPORTS**

3. **Finance & Personnel Committee.** Committee Chair David Riemer reported out from the Budget & Finance meeting that took place earlier. The Board received the reports prior to the meeting. The Budget & Finance Committee accepted the reports as presented. Trustee Riemer stated that the financial statement and auditors report for the Milwaukee Public Library Trust Fund for 2008 were presented as clean by Reilly Penner & Benton. Trustee Cook moved approval to accept the audit report and Trustee Hamilton seconded the motion. The JP Morgan investment manager reviewed the performance of the investments. No changes in investment strategy were recommended at this time. Trustee Prince moved and Trustee Cook seconded a motion to accept the investment report. Mr. Riemer added that Library Business Operations Manager Taj Schoening reported all reconciliations and statements have been found to be in good order. He also noted that a copy of the MPL audit will be sent to the City Comptroller's Office and Ms. Kiely will follow up with City Comptroller Wally Morics, asking if there is anything else the library can provide to him. The agenda and minutes from the April 22, 2009 committee meeting are attached.

Motion passed.

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4. **Strategy Committee.** Committee Chair David Riemer reported that the Strategy Committee met on April 15, 2009 and the minutes of that meeting were distributed. He stated that Common Council President Willie Hines and the Budget Office has expressed

4. **Strategy Committee.** (continued)

concern that if the library continues to maintain the current library system, the 2010 budget will likely reduce operating funds and reduce hours. The Strategy Committee has taken a serious look at options that reconfigure the library system to include Central, but replace two branches with a new area library and strategically place express-center libraries throughout the community. The goal is to substantially reduce operating costs while continuing to provide strong library service. The Mayor has asked the Library Board to take the lead and make a recommendation, along with the Library Director, in consideration of the 2010 budget. Trustee Hamilton stated that the possibility of a reconfigured library system is accepted and welcomed at the Common Council level with the understanding that the budget is constrained and change is anticipated. Trustee Prince stated that the presentation of library system options should be discussed at the full board for decision and not a committee recommendation. Director Kiely stated that it is in the library's best interest to have a sustainable library facilities plan to support the proposed budget. President Riemer requested a special board meeting to be held in May to discuss the library facilities plan and move toward a final recommendation. Ms. Kiely noted that the Board has been given data and has been updated with reports on the Strategy Committee and the budget throughout the process. She further recommended that the special meeting be held in the evening for greater transparency and access by the public. The Strategy Committee agenda and minutes are attached.

Informational item.

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**NEW BUSINESS**

5. **Bill & Melinda Gates Foundation's Opportunity Online Hardware Grant Program.**

Director Kiely referred to the memo dated April 13, 2009, attachment B, page 7 of the agenda, outlining a grant opportunity for MPL to receive \$18,200 from the Gates Foundation to purchase additional computers. MPL must commit to provide matching funds of \$3,900 in 2010 and \$6,500 in 2011 which is achievable. Library administration requests Board approval to participate in the program and accept the \$18,200 grant. Trustee Gurda moved and Trustee Cook seconded a motion to approve the request as stated.

Motion passed.

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6. **Radio Frequency Identification (RFID) – Self-Check Project.** Technical Services Manager Bruce Gay referred to the RFID Summary dated April 7, 2009, shown as attachment C, page 8 of the agenda. The summary was reviewed. Mr. Gay stated the transition to a RFID security will take years to implement throughout the library system. New items will be tagged as they are processed. Items already in the system will need to be tagged. Reference items are already secure. All materials will continue to be barcoded to allow for interlibrary loan. Discussion ensued regarding other libraries in the Milwaukee County Federated Library System (MCFLS) that are currently using a type of self-check out and the leadership that the American Library Association has taken to develop standards. Trustee Schuldt suggested communicating MPL's final selection of RFID and sharing the project knowledge with MCFLS as a measure of cooperation. Mr. Gay replied that MPL typically writes RFP's that allow the same terms to apply to any MCFLS library if they choose to participate. Public education in implementing self-

6. **Radio Frequency Identification (RFID) – Self-Check Project.** (continued)  
check will be important. As the project moves forward, the Board will be updated and a demonstration of the process will be planned.

Informational item.

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7. **CountyCat Features.** The Board agreed that this item should be held over to a later meeting.

Informational item.

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8. **MPL Foundation Activities.** MPL Foundation Director Meg Diaz reported that the Foundation has had a clean audit of 2008 activities. Ms. Diaz stated that the Foundation's fund raising efforts are challenging due to the general philanthropic environment. There have been positive responses in the donor community relating to collaboration on program activities and sharing resources. The Herzfeld Foundation made a significant contribution for the summer reading program. President Riemer added that Mr. Greg Oberland and Mr. Charlie Sprague, both on the MPL Foundation Board, have participated in the Strategy Committee meetings and will be invited to attend the Special Board meeting. Ms. Diaz noted that the MPL Foundation members are very interested in the long-term library plan but realize that the decision belongs to the MPL Board of Trustees.

Informational item.

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#### **ADMINISTRATIVE REPORTS**

9. **Personnel Actions.** Personnel actions, attachment D, page 9 of the agenda, were presented and reviewed. Ms. Kiely noted that in May 2009, the library is expecting staff retirements. She added that each position loss has a significant impact on library operations. The Personnel Office is working closely with the City Budget Office to make sure that the system can continue to operate effectively.

Informational item.

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10. **Financial Report.** The Financial reports for March 2009 were reviewed. The investment activity listed below was noted for the record:

U. S. Bank Certificate of Deposit #338078059 dated 03/04/09 and maturing 04/03/09 at a rate of 0.28%.....\$338,000.

Informational item.

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11. **Library Director's Reports.** The Library Director's Report, attachment F, page 11 of the agenda was presented. Ms. Kiely highlighted her meetings with staff from all library departments to hear ideas and concerns. There were many successful events throughout the month of March. Ms. Kiely stated that she was pleased to host Harry W. Schwartz Book Shops at their final event allowing for the opportunity to thank them publicly for the wonderful partnership they've had with the library.

The Marketing Department has been successful in increasing patron email addresses by 5% to enable patrons to receive MPL news, events and services via their email account.

Circulation, patron, electronic statistics were reviewed. Circulation and patron counts have increased by over 5%. The paging slips increase of 17% is directly related to the media holds change. The first quarter computer use report shows a 3.6% increase. The library continues to work toward a goal of a 5% annual increase in computer use.

Informational item.

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**ADDITIONAL NEW BUSINESS.** None.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of April 22, 2009 was adjourned at 10:00 a.m.

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