

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday October 23, 2012
Central Library
814 W. Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Denise Callaway, Ald. Milele Coggs, Sharon Cook, John Gurda,
Ald. Ashanti Hamilton, Ald. Nik Kovac, Dir. Mark Sain, Paula Kiely

EXCUSED: Sup. Theo Lipscomb, Sam McGovern-Rowen, Joan Prince, David Riemer

STAFF: Chris Arkenberg, Meg Diaz, Bruce Gay, Consuelo Hernandez, Kelly
Highbanks, Joan Johnson, Dawn Lauber, Bill Lenski, Kathryn Mlsna,
Taj Schoening, Crystal Sura

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Jeremy Hillenbrand, JP Morgan

President Ashanti Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on October 23, 2012 with a quorum present. Trustee Coggs participated by conference phone. Trustee Callaway left at 5:45 p.m. Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

PUBLIC COMMENT None

APPROVAL OF MINUTES Trustee Cook moved and Trustee Callaway seconded a motion to approve the September 25, 2012 minutes. Motion passed.

COMMITTEE REPORTS

1. **Finance & Personnel Committee.** The October 23, 2012 Finance & Personnel Committee meeting was cancelled due to the lack of a quorum. Trustee Sain moved and Trustee Gurda seconded a motion to convene as a committee of the whole to consider the items on the Finance and Personnel Committee agenda. The agenda attachments are included at the end of these minutes.

Quarterly Review of Fund Investments. The Board received the JP Morgan Financial Review and Market Outlook report dated October 23, 2012 prior to the meeting. Mr. Hillenbrand from JP Morgan provided the committee with an economic review and market outlook summary. The MPL Trust Fund investments for the quarter were reviewed. The MPL investment summary and investment portfolio are attached at the end of these minutes. The committee accepted the report. Informational item.

Quarterly Report of the Internal Control of the MPL Trust and Gift Funds. Library Business Operations Manager Taj Schoening reported that all internal accounting procedures have been followed during the third quarter and there were no issues with the operations of the Library Gift and Trust Fund. Informational item.

1. **Finance & Personnel Committee.** (continued)

Gift – Sowa Estate. Director Kiely explained that the library received a check in the amount of \$1,451.28 from the Shirley Sowa estate. Ms. Sowa was a patron of the Zablocki Library. Ms. Kiely recommended disposition of the funds be directed to Zablocki Library for the purpose of collection development. Trustee Cook moved and Trustee Gurda seconded a motion to accept the recommendation of the Director. A book plate will acknowledge the gifts purchased. Motion passed.

Audit Services. Referring to the memo regarding Proposals for Financial and Compliance Audit of the MPL Trust Fund, Ms. Schoening stated that a Request for Proposal was sent to five firms for auditing services for the MPL Trust Fund. Three companies submitted proposals. The proposals were reviewed and ranked according to the criteria in the RFP which included qualifications and experience related specifically to audits of trust funds, governmental agencies, and their level of understanding of the library's scope of services. Library administration recommends awarding the contract to the highest ranked company, Reilly, Penner & Benton LLP. Trustee Cook moved and Trustee Sain seconded a motion to award the audit contract to Reilly, Penner & Benton LLP. Motion passed.

Fines and Fees. Director Kiely summarized the memo regarding Overdue Library Materials Fines and Fees, dated October 15, 2012. The recommendation to the Board is that no change in fines be made at this time. After a brief discussion, Trustee Cook and Trustee Gurda seconded a motion to maintain MPL materials fines at the current level of 15¢ per day for general materials and \$1 a day for DVDs. Motion passed.

2013 MPL Trust Fund Expenditures. Director Kiely requested approval to expend \$81,518 in unrestricted funds and \$16,000 in restricted funds from the Milwaukee Public Library Trust Fund. These funds will be used to support materials purchasing, staff training, programming, marketing and contingency in 2013. The request is 4.4% of the total Trust Fund balance. The 2012 spending report detailing the use of the unrestricted trust funds will be provided in January. Trustee Sain moved approval of the MPL Trust Fund allocation request of \$97,518.00 for operational support during 2013. Trustee Callaway seconded the motion. Motion passed.

A motion to adjourn the Finance and Personnel Committee of the whole was made by Trustee Gurda and seconded by Trustee Cook. Motion passed.

Trustee Sain moved and Trustee Cook seconded a motion that the Board approve all of the recommendations made by the Finance and Personnel Committee. Motion passed.

OLD BUSINESS

2. **Library Budget Hearing Report.** Director Kiely reported that the Library's budget hearing before the Common Council's Finance & Personnel Committee was held on October 17, 2012. The discussion included e-books, the change in how people get their information, the Facilities Plan, and the capital funding for an express vending library. At the hearing, a concern was expressed on current facilities' maintenance needs. Director Kiely assured the Committee that the facilities are being maintained according to the maintenance schedule as funding becomes available. The City of Milwaukee's budget for 2012 will be adopted on November 2, 2012. Informational item.

3. **E-Books**. Library Technical Services and Collections Director Bruce Gay referred to a report titled E-Books and the Public Library: Background and Trends, which was attachment C of the September 25, 2012 Board agenda. He summarized the report giving the history of the e-book trend beginning in the 1990s. Recently, as e-book readers, tablets, and smartphones have become more widely available, early compatibility issues have been resolved, but meeting the demand for e-books is difficult. Director Kiely noted the Urban Libraries Council is advocating for the awareness of the national issue of publishers being reluctant to sell e-books to libraries. Efforts are being made to make elected officials and members of Congress aware of the impact on public library users. Informational item.

4. **Civic Partnership Agreement**. Director Kiely reminded the Board that in July, Mr. Joe'Mar Hooper briefed the Board on a new city program to raise revenue called the Milwaukee Civic Partnership Initiative. The Common Council recently approved the program that will solicit revenue from different companies to advertise or market their products or services using city assets. It is expected this program will begin by the end of the year. The MPL Foundation's role is to raise funds for the library through private donors, local foundations, and grants to support library programs and services. The Library Board has a set policy on naming rights for buildings and rooms in the library system. Potentially, other city departments could be competing with the library for donations from the community. Director Kiely will keep the Board updated as the program is developed. Informational item

NEW BUSINESS

5. **Trustees 2013 Meeting Schedule**. The MPL Board of Trustees 2013 Schedule of Meetings, shown as attachment B, page 12 of the agenda was approved on a motion by Trustee Cook and seconded by Trustee Sain. Director Kiely noted that additional Building and Development meetings may be scheduled due to the redevelopment of the East Library. Motion passed.

6. **2013 Milwaukee Public Library Proposed Public Service Hours**. Director Kiely briefly summarized the changes to the library's public service hours for 2013. Central will be closed on Monday mornings reducing hours from 57 to 54 per week; however, Ready Reference will be open at 9:00 a.m. Six neighborhood libraries will not offer reference service on Monday mornings and will be open on Thursday mornings instead of Thursday evenings. All neighborhood libraries will remain open the same number of hours as they were in 2012. Trustee Cook moved approval of the 2013 hours as listed on attachment C, page 15 of the agenda. Trustee Callaway seconded a motion. Motion passed.

7. **Strategic Planning Consultant Approval**. Director Kiely explained that MPL issued an RFP for a strategic planning consultant to guide the library board, administration, and staff in developing a new plan for the library that will focus on programs and services for the next three to five years. Completion of the plan is expected in July 2013. A total of nine

7. **Strategic Planning Consultant Approval.** (continued)
proposals were received and evaluated by the review team, consisting of Trustee Kovac, Business, Technology and Periodicals Coordinator Judy Pinger and Director Kiely. Three top proposals were selected and phone interviews were conducted on October 22. The review team unanimously agreed that CIVICTechnologies was the best candidate. They are based in California and have worked with Topeka County Library, Denver Public Library and the Omaha Public Library. They will be partnering with the Ivy Group which brings professional librarian experience to the planning. The RFP called for a data-driven planning process and CIVICTechnologies has expertise in market segmentation and urban library planning. Trustee Gurda moved and Trustee Cook seconded a motion to approve award of the MPL Strategic Planning Services Consultant to CIVICTechnologies for \$50,000.00. Motion passed.
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ADMINISTRATIVE REPORTS

8. **Personnel Actions.** The personnel activity for September was reviewed.
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9. **Financial Report.** The financial report for September was presented.
Library administration reports the financial activity:
U. S. Bancorp Commercial Paper #338092203 (rated A1/P1) dated 09/05/12 and maturing 10/05/12 at a rate of 0.10%.....\$580,000.
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10. **Library Director's Reports.** The Board briefly reviewed the Director's reports. The DemographicsNow Database subscription was highlighted as an example of how librarians are trained on a new database and offer their expertise to the public. Informational item.
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With no further business, the Milwaukee Public Library Board of Trustees meeting of October 23, 2012 was adjourned at 6:30 p.m.
