

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday November 27, 2012
Central Library
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Denise Callaway, Ald. Milele Coggs, Sharon Cook, John Gurda,
Ald. Ashanti Hamilton, Ald. Nik Kovac, Sup. Theo Lipscomb, Sam
McGovern-Rowen, David Riemer, Dir. Mark Sain, Paula Kiely

EXCUSED: Joan Prince

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

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Leslie Silletti, Mayor's Office

President Ashanti Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on November 27, 2012 with a quorum present.

PUBLIC COMMENT None

APPROVAL OF MINUTES Trustee Cook moved and Trustee Gurda seconded a motion to approve the October 23, 2012 minutes. Motion passed.

SPECIAL COMMUNICATION

1. **Recognition of Service.** President Ashanti Hamilton presented a resolution to Librarian Virginia Schwartz on the occasion of her retirement. The resolution is attached at the end of these minutes.
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COMMITTEE REPORTS

2. **Building and Development Committee.** Committee chair John Gurda reported on the Building and Development meeting held earlier. He stated that library administration provided a summary of the status of current building projects in the system. The East Library Redevelopment project's agreements and designs are progressing and will continue through 2013 and into 2014. The public is invited to attend a meeting to discuss the new library's design and services on December 11, 2012 at East Library. The closing of the current library is expected on July 1, 2013. The location of the temporary library will be determined by March 2013. The committee agenda and minutes are attached at the end of these minutes. Informational item.
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3. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac reported that at the October 29, 2012 meeting, discussion continued regarding the MCFLS budget. Director Kiely provided a brief description of the Library Directors Advisory Council (LDAC) and its role in the system. The Council is comprised of the system library directors or their representative. Many initiatives and circulation issues are discussed during their monthly meetings. Boopsie, a mobile app, will be introduced in 2013. It will allow users access to library catalogs, calendars, reading lists and much more. Informational item.

OLD BUSINESS

4. **Budget Update.** Director Kiely referred to Year 2013 Adopted Budget Overview, updated November 7, 2012, attachment B, page 21 of the agenda. One change from the proposed budget was the change to shift funding of Library Technology Specialist positions from city funds to Community Development Block Grant (CDBG) re-programming dollars for the last five months of the year. The Stimulus Broadband Technology Opportunity Program (BTOP) grant has funded these positions since the program started and is coming to a close in July 2013. Informational item.

NEW BUSINESS

5. **Milwaukee Public Library Board Appointments.** The Mayor's Aldermanic Board appointments were acknowledged as listed on attachment C, page 22 of the agenda. Informational item.

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6. **Strategic Planning Kick-Off.** Director Kiely gave a brief overview of the kick-off of the new Strategic Planning process. She introduced the library's consultant, Mr. Marc Futterman of CIVICTechnologies, who was in Milwaukee for three days meeting with library managers, staff, trustees, foundation representatives, the Mayor and other elected officials. Mr. Futterman presented the process, explaining that the planning will be data-driven and take advantage of market segmentation data. He further explained that market segmentation is a method of understanding the community by using profiles that define various areas of Milwaukee. The relevance of this information becomes apparent when library circulation data is added. Once data is added and analyzed, it will guide decisions about library services and materials. A staff communications plan will be prepared to encourage interest and engage staff and the community throughout the process. The Strategic Plan will include a brief, vital document for the public and a lengthier, detailed document for the Board, staff and other interested parties. The Plan is expected to be finalized in July 2013 and will be used for the next 3-5 years. Director Kiely acknowledged support from the MPL Foundation for funding the strategic planning project. Informational item.

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7. **Foundation Report.** Library Foundation Executive Director Meg Diaz reported that the Benjamin Franklin Award Celebration honoring Paul Purcell, of Robert W. Baird, grossed approximately \$264,000. She expressed her gratitude to the library staff for their significant contribution toward the success of the event. The Foundation has mailed its year-end solicitation and expects to exceed their fundraising goal for 2012.

ADMINISTRATIVE REPORTS

8. **Personnel Actions.** The personnel activity for October was reviewed. Director Kiely noted the regular appointments of five Library Circulation Aides. She noted the importance of these positions to library service. Informational item.

9. **Financial Report.** The financial activity for October was presented.
Library administration reports the financial activity:
U. S. Bancorp Commercial Paper #338092394 (rated A1/P1) dated 10/05/12 and maturing 11/05/12 at a rate of 0.10%.....\$515,000.

10. **Library Director's Reports.** Director Kiely highlighted the Election Day efforts of fifty-one of MPL's employees who volunteered to work in some capacity to ensure the voting process ran smoothly throughout the city.
The statistical reports were reviewed. A revised Computer, Internet and Electronic Statistics report for October 2012 was distributed and is attached at the end of these minutes. The revision has complete statistics for Downloads of Digital Music through Freegal.
The reports will be presented in a more visual format in the near future. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of November 27, 2012 was adjourned at 6:20 p.m.
