

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday March 26, 2013
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, Chris Layden, Sup. Theo Lipscomb, Sam McGovern-Rowen, Joan Prince, David Riemer, Paula Kiely

EXCUSED: Dir. Mark Sain

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

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Policy Division
Brett Haney, HSI
Mary Schanning, City Attorney's Office

President Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on March 26, 2013 with a quorum present. Trustee Coggs participated by conference phone

PUBLIC COMMENT None

APPROVAL OF MINUTES Trustee Lipscomb moved and Trustee Cook seconded a motion to approve the January 22, 2013 minutes. Motion passed.

SPECIAL COMMUNICATION

1. **Trustee Recognition.** President Hamilton presented a resolution honoring retiring Board member David Riemer, thanking him for his eleven years of dedicated serve to the Board and the library system. The resolution is attached at the end of these minutes. Informational item.

COMMITTEE REPORTS

2. **Innovation and Strategy Committee.** Committee vice-chair Trustee Kovac gave a report on the March 7, 2013 Innovation and Strategy Committee meeting. The meeting agenda and minutes were listed as attachment B, page 22 of the agenda. Public service area maps and community connect tapestry segment data, prepared by CivicTechnologies, were distributed and viewed as a PowerPoint presentation. The data will be used to develop a 3-5 year Strategic Plan for the library. The Trustees expressed an interest in learning more about the use of suburban libraries by city residents. The next steps in the planning process are to distribute a report of the data gathered to-date to the library managers who will brief their staff. Staff will audit current services that are offered to the community, comparing them to the new service areas and local needs that have been identified. Determinations on the value

2. **Innovation and Strategy Committee.** (continued)

of the service will be made as a result of what is learned about the community. Strategic Planning Consultant Marc Futterman will return on May 20-23 to continue the planning process. Informational item.

3. **Building and Development Committee.** Committee chair Trustee Gurda reported that the committee met earlier, taking action on three items to recommend to the Board. The East Library purchase agreement with the developer, HSI, has been amended to allow the developer to seek alternate financing, extend the time to complete the condominium documents, reduce the number of library parking spaces from 40 to 38; and, allow the HSI units to be two separate units. Trustee Gurda moved approval of the amended agreement and Trustee Cook seconded the motion. Motion passed.

Chairs from the East Library are collectable and library administration proposes selling them through an auction house for an estimated \$13,000 rather than putting them in storage. Library staff will contact Richard Wright Auction House at the suggestion of Trustee Layden. The committee recommends that the Board authorize the sale with the proceeds earmarked for public art in the new East Library. Trustee Gurda moved and Trustee Cook seconded a motion to authorize library administration to sell the East Library chairs at auction and that the proceeds be used exclusively for public art in the new East Library. Motion passed.

Trustee Gurda stated that an Express Library was a facility option envisioned during the facilities planning. Capital budget funding of \$275,000 has been approved for a vending library. A committee led by Technical Services and Collections Director Bruce Gay selected Envisionware as the top ranked library materials system company. Milwaukee will be the third city in the country to provide a vending system for library materials. The installation will be at Westlawn Gardens. Trustee Gurda moved and Trustee Prince seconded a motion that library administration proceed to purchase the system from Envisionware. Motion passed. The March 26, 2013 Building and Development Committee agenda and minutes are attached at the end of these minutes.

4. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac stated that there are new appointees to the MCFLS Board. He had no other new information to report. The next MCFLS meeting will be held on April 22, 2013. Informational item.

OLD BUSINESS

5. **Wisconsin Library Association (WLA) Legislative Day.** Director Kiely referred to the 2013 WLA Library Legislative Day report, attachment C, page 24 of the agenda. On February 5, 2013, library administrators met with legislators or their aides to discuss library issues. Follow-up meetings will be scheduled at Villard Square Branch to continue the discussion. Informational item.

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6. **System and Resource Library Administrator's Association of Wisconsin (SRLAAW) Summit.** Director Kiely reported that she represents MPL on the SRLAAW as the director of MPL and the Resource Library of MCFLS. She referred to the System and Resource Library Administrators Association of Wisconsin Summit report, attachment D, page 27 of the agenda. After briefly summarized the report, Director Kiely stated that changes that may be proposed to the State Statute relating to resource libraries may be of concern. MPL's current agreement provides payment of approximately \$200,000.00 per year. Negotiations with the MCFLS Board, for a new agreement, will begin in the next quarter. A SRLAAW sub-committee is working on best practices of library systems. Director Kiely noted that she will keep the Board informed of SRLAAW activities. Informational item.

NEW BUSINESS

7. **Wisconsin Department of Public Instruction (DPI) Public Library Annual Report and Statement Concerning Public Library System Effectiveness.** A copy of MPL's Public Library Annual Report submitted to DPI was given to the Board prior to the meeting. Some statistics included in the report for 2012 compared to 2011 were: other public outlets increased from 86 to 97; total annual hours increased by 11.6%; visits increased by 14%; circulation increased by 7%; and, computer use up by 16%. The operating budget decreased by 4.7% which indicates the library used their resources effectively. The number of registered borrowers has decreased by 13.7%. MPL reported 313,499 card holders. The decrease is due to the registration database being reviewed and old library accounts being deleted, in order to provide more accurate information to CivicTechnologies for strategic planning purposes. After compiling their research, CivicTechnologies reported a total of 226,100 active cards within the last twelve months. The number of computers increased in the system by 4% overall but the number of computers with internet access increased by 17.3% or 107. Reference transactions increased by 13.5%. Program offerings increased by 16% with program attendance increasing by 39%. President Hamilton and Director Kiely have signed the report and certified that it is correct. Director Kiely explained that the Statement Concerning Public Library System Effectiveness gives an evaluation of the Milwaukee County Federated Library System and is provided to the state annually, attachment E, page 29 of the agenda. After discussion, Trustee McGovern-Rowen moved to authorize the President to complete and sign the form after further information is gathered and after discussion with the Library Director. Trustee Gurda seconded the motion. Motion passed.

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8. **Foundation Report.** Foundation Executive Director Meg Diaz reported that the Foundation is on a good pace to reach their fundraising goal for 2013. Focus is on the Summer Reading Program which is one of the major projects that the Foundation supports. The Summer Reading is typically supported with \$140,000 in private support in addition to what the library provides as needed to serve all the children in the city. Many of the donors continue to support the program annually recognizing the success of the investment in the number of children that participate. Corey Hart and the Brewers Community Foundation, the Wisconsin Energy Foundation, the Faye McBeath Foundation, North Western Mutual Foundation, and the Helen Bader Foundation have all generously supported the program.

8. **Foundation Report.** (continued)

The Herzfeld Foundation recently provided a grant to the library's early literacy Read2Read with Books2Go program.

Ms. Diaz reminded the Board that the Friends of the Library will be hosting the Literary Luncheon on April 23, featuring author Elinor Lipman, at the Pfister Hotel. Informational item.

ADMINISTRATIVE REPORTS

9. **Personnel Actions.** The personnel activity for January and February were reviewed. Informational item.

10. **Financial Report.** The financial activity for January and February 2013 were presented.

Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #338093426 (rated A1/P1) dated 01/04/13 and maturing 02/04/13 at a rate of 0.10%.....	\$520,000.
U. S. Bancorp Commercial Paper #266073924 (rated A1/P1) dated 02/07/13 and maturing 03/04/13 at a rate of 0.08%.....	\$510,000.

11. **Library Director's Reports.** Director Kiely highlighted the many programs during February for Black History Month and thanked the Trustees who participated. Trustee Gurda gave an excellent presentation on The Making of Milwaukee as part of the MPL Docent Enrichment Program. The Dr. Seuss celebration was a very successful, thanks to the Foundation and a private donation, over 1,000 people attended the birthday party held at Central Library.

The statistical reports were reviewed. New graphs provide three years of information. Visits, circulation and computer use decreased in February. Reduced hours at Central, unpleasant weather and one additional day in February 2012 (leap year) may be attributing factors. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of March 26, 2013 was adjourned at 6:25 p.m.