

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday May 21, 2013
Central Library
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Ald. Nik Kovac, Sup. Theo Lipscomb, Sam McGovern-Rowen, Paula Kiely

EXCUSED: Denise Callaway, Chris Layden, Joan Prince, Dir. Mark Sain

STAFF: Chris Arkenberg, Meg Diaz, Bruce Gay, Kelly Hughbanks, Joan Johnson, Dawn Lauber, Kathryn Mlsna, Judy Pinger, Taj Schoening, Crystal Sura, Brooke VandeBerg

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Marc Futterman, CivicTechnologies

President Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:45 p.m. on May 21, 2013. A quorum was attained at 4:48 p.m. Trustee Coggs participated by conference phone. Agenda items were taken out of order, however; these minutes are presented in numerical order.

PUBLIC COMMENT None.

APPROVAL OF MINUTES Trustee Cook moved and Trustee Gurda seconded a motion to approve the April 23, 2013 meeting minutes. Motion passed.

APPROVAL OF MINUTES Trustee Cook moved and Trustee Lipscomb seconded a motion to approve the May 7, 2013 meeting minutes. Motion passed.

SPECIAL COMMUNICATION

1. **Board Appointments.** President Hamilton introduced Michele Bria, newly appointed to the Board by Mayor Barrett. Trustee Bria serves as a citizen member for a four-year term replacing former trustee David Riemer. Trustee Sam McGovern-Rowen's four-year reappointment by Mayor Barrett was announced. Appointment letters were noted as attachment C, page 28 and 29 of the agenda. Informational item.

2. **Resolution of Appreciation.** President Hamilton asked MPL Foundation Executive Director Meg Diaz to step forward as he presented a resolution expressing the Board's appreciation of her exemplary service to and passion for the Milwaukee Public Library and wished her well on her retirement. A copy of the resolution is attached to the end of these minutes. Informational item.

COMMITTEE REPORTS

3. **Library Services and Programs Committee.** Committee Chair Trustee Cook provided a report on the May 6, 2013 Services and Programs Committee meeting. The agenda and meeting minutes were listed as attachment D, page 30 of the agenda. Trustee Cook explained that the Committee reviewed a detailed security report that indicated increased incidents in libraries located in several lower-income neighborhoods. In the process of strategic planning, market segment data and mapping is being created that will provide a better understanding of the neighborhoods and how the library can respond to their needs. Informational item.

A preliminary Strategic Planning Report indicated that the current market share of library card holders is 38% and market potential is 62%. The Committee discussed possibilities of increasing the number of library cards held by Milwaukee residents. It was determined that out of the strategic planning, a goal will be established, and approaches to achieve it will be identified. Informational item.

Trustee Cook explained that there is an opportunity to lease some space at Washington Park Library to non-profit community agencies. The committee agreed that the library should pursue this partnership and report back to the committee. Informational item.

4. **Executive Committee.** Committee Chair President Hamilton directed the Board to the May 8, 2013 Executive Committee meeting agenda and minutes, attachment E, page 34 of the agenda. He directed the Board to review the 2013 Projects Mid-Year Report and graphs presenting library statistical data from 2002-2012 on circulation, patron visits and budgets. Informational item.
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5. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac provided a brief report on the May 20, 2013 MCFLS Board meeting. He stated that discussion included the System and Resource Library Administrators' Association of Wisconsin (SRLAAW) Subcommittee meetings. A document from the SRLAAW Subcommittee titled Progress Report and Preliminary Recommendations was included in the agenda for that meeting. SRLAAW is in the process of examining how public library systems can remain effective in meeting member library needs into the future, including the possibility of reconfiguring systems. Trustee Kovac noted that one of the draft recommendations is to eliminate the statutory requirement for resource libraries. MPL is the System Resource Library for MCFLS and receives payment for its services. MCFLS Director Jim Gingery will prepare a letter in opposition to this recommendation and another that requires systems to be comprised of no fewer than three counties. The letter will be signed by the MCFLS Board at their June meeting. Director Kiely will attend a feedback session for resource library directors in June. Director Kiely has also scheduled a phone meeting with Kurt Kiefer, Assistant State Superintendent & Administrator for the Division for Libraries and Technology, to discuss concerns regarding the recommendations. The next SRLAAW meeting is in August where the subcommittee recommendations will be brought to a vote. Updates on the continued discussions will be provided to the Board. Informational item.
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NEW BUSINESS

6 **Committee Assignments**. The Board Committee assignments for 2013-2014 were presented and are attached at the end of these minutes. Informational item.

7. **Library Budget 2014**. Director Kiely referred to the MPL Year 2014 Requested Budget Overview, attachment F, page 50 of the agenda. City Departments were asked to submit a cost to continue budget. The total requested budget is \$361,554 a 1.7% increase from 2013. If the library is asked to find savings, it will be based on the 2014 requested budget. The Mayor's proposed budget will be issued in September. Informational item.

ADMINISTRATIVE REPORTS

8. **Personnel Actions**. The personnel activity for April was reviewed. Director Kiely noted the retirement of Librarian Daniel Thompson with almost twenty-eight years of dedicated service. Informational item.

9. **Financial Report**. The financial activity for April 2013 was presented as attachment H, page 53 of the agenda. Library administration reports the financial activity:
U. S. Bancorp Commercial Paper #266074682 (rated A1/P1) dated 04/04/13 and maturing 05/06/13 at a rate of 0.10%.....\$490,000.

10. **Library Director's Reports**. Director Kiely referred to attachment I, page 55 of the agenda. She highlighted the tour of the Wheaton Franciscan St. Joseph's Hospital Library with President Hamilton to discuss potential partnerships. Director Kiely noted that she and Library Business Operations Manager Taj Schoening attended the Architectural Review Board meeting where the final materials to be used on the new East library and apartment building were approved. She added that the closing on the sale of the East Library property is expected on May 23, 2013. World Book Night was a successful activity to give away free books to encourage reading. Central Library was a location where people could pick up books. Washington Park Library debuted a Laptop Kiosk that automates laptop distribution for in-library use for up to three hours. Trustee Gurda expressed concern of patron's familiarity with changing technology. Director Kiely responded that library computer classes are on-going for patrons who need assistance are on-going. She reminded the Board that UWM and the library are working on a Digital Inclusion project, surveying the community on computer usage. An analysis of that data will be presented in the future. The Strategic Plan will also address the issue of computer use. Patron visits and materials circulation statistics increased. The Computer, Internet, and Electronic Statistics were reviewed. OverDrive digital downloads of eBooks increased by 178% from 2012. Informational item.

STRATEGIC PLANNING

11. **Trustee Planning.** Consultant Marc Futterman of CivicTechnologies began his presentation with an overview of the strategic planning process. The library managers have been attending workshops to discuss findings, opportunities, vision and strategic framework. Service areas for each library were studied to better understand the community and how they were being used. The data was then used to develop a plan for each service area. Branch managers each provided community asset and current service inventories which were reviewed and compared to the market segmentation statistics. Resources, priorities, partnerships and technology were part of the discussion that will lead to new mission and vision statements. Topic papers on three key issues identified by the Board: literacy, technology and funding, were developed to stimulate the planning process. Two other relevant issues identified were public services, and organization development and change. A draft plan will be prepared for the library to review and will be presented for adoption to the Board at the July 23, 2013 meeting. The Strategic Plan will guide the library's priorities for the next three to five years. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of May 21, 2013 was adjourned at 6:45 p.m.
