

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday June 25, 2013
Central Library
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Nik Kovac, Sam McGovern-Rowen, Dir. Mark Sain, Paula Kiely

EXCUSED: Denise Callaway, Ald. Ashanti Hamilton, Chris Layden, Sup. Theo Lipscomb, Joan Prince

STAFF: Consuelo Hernandez, Joan Johnson, Dawn Lauber, Kathryn Mlsna, Taj Schoening, Crystal Sura

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Policy

Vice-President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on June 25, 2013 with a quorum attained at 5:20 p.m. All action items were approved with a quorum present. Trustee Coggs participated by conference phone. 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 Sain seconded a motion to approve the May 21, 2013 minutes. Motion passed.

COMMITTEE REPORTS

1. **Milwaukee County Federated Library System (MCFLS) Board.** Agenda item 2 was addressed during this discussion. Trustee Kovac provided a brief report from the June 17, 2013 meeting. A letter dated June 10, 2013 to Stef Morrill, from MCFLS Board President Paul Ziehler was distributed. Director Kiely explained that Ms. Morrill is the facilitator for the System and Resource Library Administrators Association of Wisconsin (SRLAAW) subcommittee process on Creating More Effective Library Systems. Of the recommendations from the subcommittee, the MCFLS Board strongly opposes the following two: the requirement that a library system consist of no fewer than three counties and eliminating the statutory requirement for resource libraries. The letter from MCFLS Board President Paul Ziehler opposing the two recommendations is attached at the end of these minutes. Director Kiely recommends the MPL Board President send a letter of opposition. Discussion ensued regarding the Wisconsin Department of Administration's (DOA) Joint Finance Committee budget amendment requiring DOA, "in consultation with the Wisconsin Department of Public Instruction (DPI), to conduct a study to identify potential savings in public library systems through consolidation, technology, efficiencies, lean practices and service sharing." Trustee Cook expressed concern regarding the study and suggested that MPL be prepared to respond to the outcome. Trustee Kovac moved and

1. **Milwaukee County Federated Library System (MCFLS) Board.** (continued)
Trustee McGovern-Rowen seconded a motion giving authorization to Director Kiely to address the letter of opposition to one or more persons as deemed appropriate after consulting with the City's lobbyist. Motion passed.
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OLD BUSINESS

2. **System and Resource Library Administrators Association of Wisconsin (SRLAAW) Update.** This item was addressed during discussion of agenda item 1.
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3. **East Library.** Director Kiely reported that East Library's last day of service was Saturday June 22, 2013. Many patrons, along with Trustee McGovern-Rowen, attended a celebration at the branch library before its doors closed after 45 years of service. Library employees will move about 10% of the collection to the temporary location at 2430 N. Murray Avenue. The laptop dispenser, holding 18 laptops, funded by the Broadband Technology Opportunities Program, will allow patrons to check out laptops independent of library staff. As listed on the East Library Phase 2 Timeline - September 2012 through December 2014, attachment B, page 9 of the agenda, the opening of the temporary East will be July 1, 2013. The Mayor will attend an event marking the opening. Groundbreaking for construction of the new East Branch is scheduled for July 30, 2013. The new facility will open in late 2014. HGA representatives will present the interior design development drawings to the Board's Building and Development Committee on July 18, 2013. Director Kiely provided an update on the East Library's Herman Miller Eames chairs noting that the chairs will be offered for auction by Leslie Hindman this summer and fall. The funds raised from the sale will support public art in the new East Branch. Informational item.
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4. **Strategic Planning.** Director Kiely stated that good progress is being made on the plan. She has been meeting with Common Council members, discussing the process, the maps, service area and market segment data. A document titled Strategic Planning Early Findings was distributed and is attached at the end of these minutes. Early findings include: Young Families (39%) and Global Roots (22%) segment groups comprise more than half of city residents; reading and 21st century literacies need to continue to be a priority; programs, partnerships and staff alignment need support; the Metro City Edge is the segment with the highest patron potential; and, Zablocki Library has the highest patron potential among the service areas. The institutional values and outcomes were reviewed. The MPL managers and the strategic planning consultant developed three values that will give direction to a new vision and mission statement. A draft MPL Strategic Plan will be presented to the Board at the July 23, 2013 regular meeting for consideration. Trustee Cook asked how MPL is involved in Milwaukee Succeeds and their initiatives to improve the educational outcomes for children in the Milwaukee community. Director Kiely replied that library staff have been involved since inception. MPL has been focused on educating child care providers on the importance of developing early literacy skills. She added that a Pew research study, released in May 2013, focused on parents, children, libraries and reading. The survey the study is based on indicates that libraries are highly valued by young families, correlating with the strategic planning data. A related Leadership Brief, produced by the Urban Libraries Council, titled Libraries Igniting Learning, was distributed and is attached at the
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4. **Strategic Planning**, (continued)
end of these minutes. The brief will be the foundation of an upcoming conference in Chicago that will be attended by President Hamilton, Trustee Prince and Director Kiely. Informational item.

NEW BUSINESS

5. **MPL Foundation Executive Director Search**. Director Kiely reported that she is working with MPL Foundation Board members searching for a replacement for the Executive Director. The goal is to have someone in the position in August. Informational item.

ADMINISTRATIVE REPORTS

6. **Personnel Actions**. The personnel activity for May was reviewed. Informational item.

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7. **Financial Report**. The financial activity for May was presented.
Library administration reports the financial activity:
U. S. Bancorp Commercial Paper #266074914 (rated A1/P1) dated 05/06/13 and maturing 06/05/2013 at a rate of 0.10%.....\$545,000.

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8. **Library Director's Reports**. Director Kiely referred to attachment E, page 14 of the agenda. She highlighted the library's outreach efforts the Basura Bash in Alderman Perez's district and the Career Fair in Bay View. When staffing permits, MPL attends community events to establish connections and partnerships.
Visits and circulation have decreased, due in part to the gradual reduction of the East Library collection in preparation for closing and moving to the temporary location. Statistics for East are expected to drop significantly during construction, depressing system-wide numbers. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of June 25, 2013 was adjourned at 5:35 p.m.
