

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES**

Wednesday February 12, 2014

**Central Library
814 W. Wisconsin Ave.
Milwaukee, WI 53233**

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

EXCUSED: Sharon Cook, Chris Layden, Dir. Mark Sain

STAFF: Chris Arkenberg, Ryan Daniels, Bruce Gay, Consuelo Hernandez, Joan Johnson,
Dawn Lauber, Crystal Sura, Brooke VandeBerg

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget Division

President Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:52 p.m. on February 12, 2014 with a quorum present. Trustees Callaway, Kovac and Lipscomb were excused at 5:40 p.m. at which time a quorum was lost. All action items were voted on with a quorum present.

PUBLIC COMMENT None

APPROVAL OF MINUTES Trustee Kovac moved and Trustee Prince seconded a motion to approve the November 26, 2013 minutes. Motion passed.

SPECIAL COMMUNICATION

1. **New MPL Foundation Executive Director.** President Hamilton introduced Ryan Daniels. Mr. Daniels said he is pleased to be on the library's team and commented that there is tremendous opportunity for the Foundation to help support the Board's leadership and goals of the Strategic Plan.

COMMITTEE REPORTS

2. **Executive Committee.** President Hamilton referred to the agenda and minutes of the December 11, 2013 Executive Committee meeting, attachment B, page 12 of the agenda. He briefly summarized the accomplishments listed on the 2013 Projects Report noting that the East Library redevelopment project, the express vending system and the webpage redesign progress into 2014. The Express Vending Library is scheduled to open in April. The East Branch is scheduled to open in late fall. Director Kiely announced that the Civil Service Commission approved the new Facilities Project Manager position and will forward their recommendation to the Common Council's Finance and Personnel Committee for approval. The next two branch libraries to be redeveloped are Forest Home and Mill Road. Informational item.

3. **Library Building & Development Committee.** Vice President Gurda reported briefly on the committee meeting of January 16, 2014. The Capital Projects – Status Report and the Construction Schedule, attachment C pages 22-23 of the agenda indicate a busy year for 2014. The committee had a thorough discussion on the Milwaukee Civic Partnership Initiative. The City is interested in assessing its assets and selling advertising space, sponsorship and naming rights. Concern was raised regarding Board sovereignty and the control over what happens to library facilities. The Board is entrusted with the welfare and operation of the library's assets and the committee concluded that the Board has oversight as to what happens with those assets. Director Kiely was asked to meet with the City's Department of Administration (DOA) to regarding the initiative. Director Kiely reported that she met with the DOA Director to share the concerns of the Building & Development Committee. The discussion also included defining the role of the Board, the Library's Naming Policy, and concerns of the Foundation. It was determined that it would not be problematic if the library chose not to participate in the plan. Trustee Coggs suggested that the library create a list of assets and participate in the plan on the Board's terms. She added that there may be a way that the funds come back to the library and not to the general city fund. Trustee Gurda said this is not an action item and discussion will continue. Informational item.

4. **Finance and Personnel Committee.** The committee received the J.P. Morgan Financial Review and Market Outlook report dated January 16, 2014 prior to the meeting. Chair Lipscomb reported that at the February 12, 2014 Finance and Personnel Committee meeting held earlier, the advisor from JP Morgan reviewed MPL's Trust Fund investments noting an increase of 12.6% net of fees for year 2013. No changes to the portfolio were recommended. Trustee Lipscomb said the standard quarterly report on internal accounting controls was provided, finding nothing out of order. The 2013 Trust Fund spending report was submitted and was in agreement with the dollar amount authorized by the Board. An audit report update, listing the City Auditor's recommendations and the responsive actions taken by the library, was reviewed by the committee. Trustee Lipscomb added that the committee will continue to monitor the issues quarterly since some of the actions are in progress. The committee made a recommendation to approve the award of an E-rate contract to AE Business Solutions for \$94,623 to replace the wireless and network equipment at all library locations. The federal government's E-rate program allows for a 90% discount on the project. Trustee Lipscomb moved the recommendation to the Board. On a second by Trustee Kovac, the motion passed unanimously. The Finance & Personnel Committee agenda and minutes are attached at the end of these minutes.

5. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac reported on the January 13, 2014 MCFLS Board meeting stating that Mr. Jim Gingery, system director, is retiring in June. He added that as MCFLS Board Treasurer and Chair of the MCFLS Finance and Personnel Committee, the MCFLS Board President has asked him to lead a replacement search. Trustee Kovac will update the Board with a timeline and recruitment process at the next meeting. Informational item.

OLD BUSINESS

6. **Strategic Plan**. Director Kiely distributed a document titled 2014 Action Plan – Major Projects, attached at the end of these minutes. The library’s administrative team crafted the list of major projects from the Facilities Plan and the Strategic Plan. New to the facilities projects is the focus on teen spaces at Central and branches using funds from the Friends of MPL. Washington Park is the first library that will develop the “community as 3rd place” strategic initiative. Connecting to the community through partnerships, volunteerism and programs will be strengthened throughout the year. Informational item.

NEW BUSINESS

7. **MPL 2013 Accomplishments – Year-end Report**. Referring to attachment E, page 26 of the agenda, Director Kiely suggested that the Trustees read through the MPL 2013 Year-End Report on their own. She added that it was a remarkably productive year and thanked the administrative team and the entire staff who have done phenomenal work. Informational item.
 8. **New MPL Website**. Library Technical Services and Collections Director Bruce Gay demonstrated the redesign of the webpage. The site is categorized in three parts, resources, recommendations and research, with the public being the main audience. A new feature allows the user to choose a specific library and the content on the page will change accordingly. The staff is working with Byte Studios on the project. It is anticipated that the site will go live this spring. Informational item.
 9. **Joint Meeting with MPL Foundation**. President Hamilton reported that the MPL Foundation Board of Directors held a meeting with the MPL Board of Trustees and the Friends of the Library Executive Committee on January 16, 2014 at the Villard Square Branch. During the joint meeting, Foundation Director Daniels led a team building exercise around library services and strategic planning. Director Kiely added that access, perception, and competition were three challenges identified as keys to the success of the library’s Strategic Plan. In the coming weeks, joint board committees will be established to focus on the three topics. Informational item.
 10. **Wisconsin Library Association (WLA) Legislative Day** On February 11, MPL administrators attended the annual Wisconsin Library Association’s Library Legislative Day in Madison. Staff met with legislators or their aides to maintain or develop relationships and talk about library related issues. As a follow-up, the legislators will be invited to visit MPL. Informational item.
 11. **Donation to the MPL Foundation from the MPL Board of Trustees**. The letter of thanks from Foundation was acknowledged. Informational item.
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12. **Foundation Report.** MPL Foundation Executive Director Ryan Daniels stated that he has met with the Foundation Board members and is happy to report that the Board is engaged and excited to support everything the library does for the community. He said he intends to set a strategic plan for the Foundation that is in alignment with the MPL Board of Trustee's work. He sees opportunity to make new connections and for creative ideas to enhance the success of the library system.

The Foundation's year-end gift to the library is \$260,000 which is a \$40,000 increase over the previous year.

The Friends of the Library are working with a vendor who is selling some of the library's de-accessioned books online. Early results are positive, netting more money per book versus cart sales. The Friends are hoping to increase their contribution back the library this year.

Informational item.

ADMINISTRATIVE REPORTS

13. **Personnel Actions.** The personnel activity for November and December 2013 was reviewed. Director Kiely recognized retiree John Kummer, custodial worker at Martin Luther King Branch. Mr. Kummer retired with nine years of service and was known for his gardening on the library grounds. Informational item.

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14. **Financial Report.** The financial reports for November were presented.

Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #266076747 (rated A1+/P1) dated 11/04/13 and maturing 12/04/13 at a rate of 0.10%.....\$460,000.

U. S. Bancorp Commercial Paper #266077066 (rated A1/P1) dated 12/04/13 and maturing 01/03/14 at a rate of 0.06%.....\$435,000.

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15. **Library Director's Reports.** Director Kiely referred to attachment I, page 37 of the agenda. She highlighted the Poetic Voices of the Muslim World commenting that this was an ambitious program done in partnership with New York City's Poet's House. Humanities librarian Jennifer Heidel took the lead on coordinating eight successful programs.

Also highlighted were the acknowledgements given to Pat DeFrain and Gayle Ecklund by author Doug Hays in his new book about locomotives.

The statistical reports were reviewed. It was noted that the moving of East Library to a smaller temporary location made an impact on the year end numbers and some of the trends. Laptop use increased from 5-10% at the beginning of the year compared to now at 17%.

Director Kiely publically thanked the staff for reporting to their library for work when city offices and schools were closed on January 6. Public service was reduced to six hours on January 6 and 7. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of February 12, 2014 was adjourned at 6:15 p.m.
