

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday June 24, 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,  
Dir. Mark Sain, Paula Kiely

**EXCUSED:** Sharon Cook, Chris Layden, Joan Prince

**STAFF:** Ryan Daniels, Bruce Gay, Joan Johnson, Emily Kearney, Dawn Lauber,  
Sam McGovern-Rowen, Judy Pinger, Taj Schoening, Crystal Sura,  
Brooke VandeBerg

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Eric Pearson, Budget and Policy Division  
Mark Nicolini, Budget Office  
Mary Schanning, City Attorney's Office

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President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:38 p.m. on June 24, 2014 with a quorum present. Trustees Coggs and Lipscomb participated by conference phone. Items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** None.

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**APPROVAL OF MINUTES** Trustee Bria moved and Trustee Sain seconded a motion to approve the May 27, 2014 minutes. Motion passed.

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**SPECIAL COMMUNICATION**

1. **Trustee Recognition.** President Gurda asked former Trustee McGovern-Rowen to step forward as he presented him with the resolution expressing the Board's appreciation of his service to the Milwaukee Public Library and the people of Milwaukee.

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2. **Branch Building Project Manager.** Director Kiely re-introduced Sam McGovern-Rowen to the Board as the new Branch Building Project Manager. The library plans to replace four libraries with mixed-use buildings over the next several years and he will lead these projects. Mr. McGovern-Rowen said he has been busy studying maps and potential sites within qualifying areas for tax credit investments.

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3. **Students from Taiwan.** Personnel Analyst Emily Kearney introduced Yun-Chiao (Joy) Wang and Ju-Fang (Ruby) Chang, who are interning at MPL through a partnership developed with UWM's Library. Both students are studying library science in Taiwan and commented that they are enjoying their experience at MPL. Informational item.

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## COMMITTEE REPORTS

4. **Executive Committee.** Chair Gurda referred to the 21<sup>st</sup> Century Literacy pyramid shown at attachment C, page 10 of the agenda. At the June 3, 2014 Executive Committee meeting, Director Kiely said the programs and services listed, from early literacy to adult enrichment, are priorities for the library. The Committee also reviewed the 2014 Projects Report which indicates the status of major projects and operational improvement initiatives. The second item was a presentation by MPL Foundation Executive Director Ryan Daniels regarding the Foundation's operational business plan. The plan is to use relationship-based fundraising, identifying Foundation Board Directors, Library Board Trustees and staff's connections within the community and advocating the library's mission. Informational item.

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5. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, reported that Bruce Gay has accepted the position of MCFLS Executive Director and will begin his assignment on August 4, 2014. Informational item.

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## OLD BUSINESS

6. **Milwaukee Civic Partnership Initiative (MCPI) Valuation Report.** President Gurda referred to the MCPI Marketing Services report presented by Superlative, attachment D, page 18 of the agenda. On a recommendation from the Building and Development Committee, the Board agreed that the library participate in phase 1 of the marketing initiative. The report provides an overview of opportunities in the library to generate revenue. The Board will decide whether to participate in phase 2. Phase 2 would allow sponsorship of selected programs and/or services. President Gurda suggested that this item be referred back to the Building and Development Committee for analysis of the report and recommendation to the full Board. A point of discussion is the potential conflict with this initiative and the MPL Foundation which also offers naming rights or sponsorship in return for major gifts. He reminded the Board that they have overall control of library assets and it is a priority to preserve the integrity of the Foundation. The Board agreed to refer this item to the Committee. Informational item.

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7. **East Library Development Agreement Amendment.** The Second Amendment to East Library Purchase, Sale & Development Agreement was sent to the Trustees prior to the meeting. Director Kiely stated she and Library Business Operations Manager Taj Schoening worked with Assistant City Attorney Mary Schanning to finalize the amendment. The amendment establishes a new deadline of July 11, 2014 for completion of the library shell, compensates MPL for additional design costs related to ceiling heights caused by HSI's plumbing, provides penalties in the event HSI fails to convey the library condominium prior to the new deadline, obligates HSI to continue rent payments for the temporary East Library, clarifies HSI's responsibility for landscaping, paving and interior plumbing and addresses liability for MPL's fireplace vent. The grand opening is scheduled for November 28, 2014. After a brief summary by Ms. Schanning, Trustee Kovac moved and Trustee Hamilton seconded a motion to approve the Second Amendment to East Library Purchase, Sale & Development Agreement. Motion passed.

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8. **Library Artifact.** President Gurda held this item. The Board made the decision to loan the painting at the May 27, 2014 meeting. The City Attorney's Office is drafting the loan agreement.

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**NEW BUSINESS**

9. **East Library Automated Materials Handling Unit Contract Award.** President Gurda noted that the East Library Automated Materials Handling Unit Contract would typically be handled by the Building and Development Committee, but due to timeliness, it will be taken up by the committee of the whole. Technical Services and Collections Director Bruce Gay distributed a memo dated June 23, 2014, regarding East Library Automated Materials Handling (book sorter) Unit Vendor Selection. He explained that the Handling unit automatically checks in and sorts returned library materials. He added that East Library capital funds have been budgeted for this project. Three vendors submitted responses to the request for proposal for the contract. A committee consisting of MPL staff reviewed the responses, checked references, and ranked the vendors. The committee recommends the contract be awarded to 3M. Trustee Hamilton moved and Trustee Bria seconded a motion to award the Materials Handling contract to 3M. The memo is attached at the end of these minutes. Motion passed.

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10. **2015 Library Budget.** Budget Director Mark Nicolini reported that the City's operating expenses continue to outweigh budget revenues even with mandatory furlough days and changes to the health care plan. The Mayor and the Common Council are dedicated to the long-term integrity of the City's finances. All of the City departments have submitted their cost-to-continue budget requests. The library's hours of service are expected to be maintained in 2015. The Budget Office is committed and on-track financially to support the Library's six-year facilities plan. The Mayor recognizes the importance of the library system to the community and has confidence in the Board's leadership. The Mayor's Public Hearing on the budget will be in August and he will present the Proposed Executive Budget to the Common Council in September. The budget is adopted in November. Informational item.

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11. **Funding Priorities.** Director Kiely referred to the memo dated June 16, 2014, regarding Priorities for Foundation Support, attachment E, page 24 of the agenda. Based on the Library's strategic Plan, MPL 2020, Director Kiely identified the following funding priorities for the next 3-5 years: Early Literacy, Summer Reading, City of Readers Awareness / Media Campaign, Teen Services and Digital Literacy. Informational item.

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12. **Committee Assignments.** President Gurda distributed the Board Committee assignments for 2014-2015 which are attached at the end of these minutes. The meeting schedule will remain the same. Informational item.
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13. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels stated that the Foundation is planning and executing at the same time. The Foundation has raised \$490,000 compared to \$373,000 at this time last year. A major gift of \$100,000 was received from a new donor to support the Ready to Read program, expanding it to include the 0-3 age group. The Foundation also received \$30,000 from two foundations for Summer Reading at the parks, through a partnership with Hunger Task Force. East Library capital fundraising efforts are progressing with a recent \$100,000 donation received. The Foundation Board approved adding a grant-writer position to the Foundation staff. The Foundation has been invited to submit proposals to assist with building a large general awareness campaign. Planning is underway for the Benjamin Franklin Award Dinner that will be held this fall. The annual Jeff Cirillo Charity Golf Classic will be held on September 22, 2014 and proceeds from the event will benefit the MPL Foundation. Informational item.

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**ADMINISTRATIVE REPORTS**

14. **Personnel Actions.** The personnel activity for May was reviewed as listed on attachment F, page 25 of the agenda. Informational item.

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15. **Financial Report.** The financial activity for May was presented as attachment G, page 27 of the agenda. Library administration reports financial activity:  
U. S. Bancorp Commercial Paper #266078529 (rated A1/P1) dated 05/05/14 and maturing 06/04/14 at a rate of 0.06%.....\$460,000.

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16. **Library Director's Reports.** Director Kiely referred to attachment H, page 29 of the agenda. She highlighted the Women of the World Conference. The National Kidney Foundation of Wisconsin promoted the library as a resource for credible information on health issues at their conference.  
Several staff volunteered their time at the FUEL event which brought 125 people into the library to tour and participate in informational sessions on resources and demonstrations on electronic library products.  
Director Kiely noted the recognition of Dorothy Zeidler for 50 years of service at the Staff Anniversary Celebration.  
The statistical reports were reviewed. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of June 24, 2014 was adjourned at 5:47 p.m.

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