

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday September 23, 2014  
Mill Road Library Meeting Room  
6431 N. 76 Street  
Milwaukee, WI 53223**

**PRESENT:** Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda,  
Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Sup. Theo Lipscomb,  
Dir. Mark Sain, Joan Johnson

**EXCUSED:** Denise Callaway, Joan Prince, Paula Kiely

**STAFF:** Sandy Byrnes, Ryan Daniels, Enid Gruszka, Consuelo Hernandez, Joan Johnson,  
Sam McGovern-Rowen, Corey Megal, Taj Schoening, Crystal Sura, Patricia  
Swanson, Brooke VandeBerg, Kelly Wochinski

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Ellen Tangen, 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 September 23, 2014 with a quorum present. Trustee Sain participated by conference phone. Trustees Bria and Coggs arrived at 5:10 p.m. Items were taken out of order; however, these minutes are presented in numerical sequence.

**PUBLIC COMMENT** A community member and library user asked about the branch building program which includes replacement of Mill Road Library. President Gurda responded that Mill Road is outdated and in need of repair and will be replaced with a new and better equipped library on this site or nearby.

Mill Road Branch Manager Enid Gruszka welcomed the Board, stating that she is also the manager of the Capitol library. Mill Road opened in 1970 and serves the largest and most diverse geographic area amongst the twelve branches. The population of this service area is over 67,000. The library partners with neighboring organizations, such as the North West Health Center and Good Will Industries. In addition to popular materials, DVDs, music CDs and magazines, Mill Road offers adult drop-in tutoring and free computer classes. Computers are in high demand for job searching and creating resumes.

President Gurda introduced Sandy Byrnes who was recently promoted to Coordinator of Business, Technology and Periodicals.

Patricia Swanson was introduced by MPL Foundation Executive Director Ryan Daniels, as the Director of Philanthropy. Ms. Swanson will cultivate library relationships and write grants.

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**APPROVAL OF MINUTES** Trustee Hamilton moved and Trustee Cook seconded a motion to approve the July 22, 2014 minutes. Motion passed.

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## COMMITTEE REPORTS

1. **Library Services & Programs Committee.** Due to the lack of a quorum, no business was conducted at the July 23, 2014 committee meeting. Chair Cook stated that the committee will discuss using the patron database to create mailing lists for marketing and fundraising and other held items at its next meeting scheduled for November 3, 2014.
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2. **Building & Development Committee.** In the absence of Committee Chair Bria, President Gurda noted that the Building & Development meeting was held on September 18, 2014 and asked Library Business Operations Manager Taj Schoening to summarize the Central Library masonry contract. Trustee Lispcomb moved and Trustee Cook seconded a motion to approve the award of the masonry project contract to Holton Brother, Inc. for \$94,085. The agenda, minutes and memo regarding the Bids for Central Library Masonry Restoration Annex East Façade Project are attached at the end of these minutes. Motion passed.  
Library Construction Project Manager Sam McGovern-Rowen reported that the Request for Interest for the branch rebuilding initiative was posted on August 27. An open house for interested developers was held at the Forest Home Library on September 8, 2014. Submissions of interest are due back to the library on September 30.  
Vice-President Bria stated that at the last Board meeting, Director Kiely was asked to continue conversations with the City's Department of Administration and consult with the City Attorney on a Memorandum of Agreement (MOU) regarding the Milwaukee Civic Partnership Initiative (MCPI). Assistant City Attorney Margaret Daun suggested a letter describing the framework and outlining a process by which the Board grant approval of Superlative's marketing efforts of library assets be drafted for signatures by all parties.  
Vice-President Bria said that the Tippecanoe Library renovation project design team, Engberg Anderson Inc., presented a Power Point and explained the design in detail to the committee.  
Branch carpeting projects will impact services at Zablocki, Forest Home and Atkinson.  
The East Branch grand opening is scheduled for November 22, 2014 at noon.  
The Express library ribbon cutting is scheduled for October 2, 2014 at 10 a.m. on the corner of 64<sup>th</sup> Street and Silver Spring Avenue.
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3. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac reported that at the September 15, 2014 meeting the MCFLS audit was accepted. Director Gay reported at the Library Directors Advisory Council (LDAC) meeting, there was extensive discussion on the System and Resource Library Administrators Association of Wisconsin's (SRLAAW) report on system effectiveness. As a County system, library directors are unified in resisting legislation that would merge library systems and eliminate resource libraries. The MCFLS Board is also concerned that there may be a change in the State formula for funding digital books and whether libraries would pool their resources to continue to provide digital books. Informational item.
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## OLD BUSINESS

4. **Library Artifact**. President Gurda reported that no action is required at this time because negotiations are on-going.
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5. **MPL Trust Fund Investment Management Update**. Financial Secretary Lipscomb reported that the transfer of funds to the JP Morgan Asset Management Institutional was completed. Meetings have been taking place to discuss merging the Milwaukee Public Library Trust Fund with the Milwaukee Public Library Foundation's Trust. The funds would continue to be controlled separately, even if they were invested together. Representatives from MPL and the MPLF will be meeting with the Greater Milwaukee Foundation next week to learn about investment opportunities before a Request for Proposal for investment management services is issued. Informational item.

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## NEW BUSINESS

6. **2015 Budget**. Library Business Operations Manager Taj Schoening distributed and summarized the MPL Year 2015 Proposed Budget Overview, attached at the end of these minutes. The increase in salaries is due to the elimination of furlough days which were implemented since 2009. The proposed operating budget for the library is a 1.4% increase from 2014. Mayor Barrett presented his proposed budget on September 23. The joint public hearing is scheduled for October 6. The Common Council Finance and Personnel Committee budget hearings will take place October 7 through October 21. The library's budget hearing is October 10. Director Kiely has reached out to Common Council members to brief them on the library's budget. Budget amendment day is October 31. The final Common Council approval will be on November 7. Informational item.
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7. **Summer Reading Club Outcomes**. Youth Services Education and Outreach Management Librarian Kelly Wochinske distributed the Summer Reading Program Results document dated September 22, 2014. The comparison chart listing registration totals from 2008 through 2014 was reviewed. The Super Reader theme continues to gain recognition. The program's goal is to encourage children and teens to keep reading over the summer and develop a life-time love of reading. There is a slight decrease in participation overall for 2014 (-6.7%) and the staff will evaluate their efforts and look for ways to improve. New to the program this year was the partnership with many community organizations, spearheaded by the Faye McBeath Foundation, to visit parks and playgrounds (Free Summer Meal Sites) with library books and book-related programs throughout the summer. Trustee Lipscomb would like to see the program expanded to neighborhood parks near libraries to encourage children in the parks to visit their local branch. Informational item.
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8. **Library Board Meeting Format**. President Gurda said a possible change in the Board meeting format will be discussed at an Executive Committee meeting and a recommendation will be brought back to the Board. Trustee Prince has also been invited to attend. He noted there might be ways to consolidate the informational items and allow time for discussion on library services, programs and strategy. Informational item.
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9. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels reported that the Foundation has raised \$740,000 to-date compared to \$667,000 from last year. Roundy's is interested in supporting the library's media campaign, which the Foundation is funding. The Foundation was the beneficiary of the Jeff Cirillo golf outing on September 22 with an estimate of \$20,000 coming to the library. The Benjamin Franklin Award Celebration honoring Dr. Mary Kellner and the Faye McBeath Foundation will be held at the Central Library on October 23, 2014. There will be an opportunity for guests to support the library during a live auction. The Foundation Board approved a \$25,000 match in support of the East campaign. The Foundation mailed a solicitation piece to the East side community and has raised \$105,000 in support of the new East Branch. The staff will continue to promote the match as we approach the grand opening on November 22, 2014. Mr. Daniels added that two new members have joined the Foundation Board of Directors. President Gurda encouraged the Trustees to attend the Ben Franklin event. Informational item.
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#### **ADMINISTRATIVE REPORTS**

10. **Personnel Actions.** The personnel activity for July and August were reviewed, as shown on attachment B, page 41 of the agenda. Deputy Director Johnson noted that several managers are splitting their time between two departments. Library Administration would like to publically thank them for their dedication to library services to both internal and external customers. Informational item.
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11. **Financial Report.** The financial report for July and August 2014 were presented as attachment C, page 44 of the agenda.

Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #362093085 (rated A1/P1) dated 07/07/14 and maturing 08/06/14 at a rate of 0.06%.....	\$460,000.
U. S. Bancorp Commercial Paper #362093314 (rated A1/P1) dated 08/06/14 and maturing 09/05/14 at a rate of 0.06%.....	\$458,000.

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12. **Library Director's Reports.** The Director's report, attachment B, page 41 of the agenda was reviewed. Deputy Director Johnson highlighted the efforts of staff to embed themselves in the community at various fairs and markets to promote the library and its resources. The statistical reports were reviewed. Patron counts and circulation have slightly decreased due to the East Branch operating in a smaller temporary space. Overdrive digital download of E-books and audio books continues to increase. Informational item.
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With no further business, the Milwaukee Public Library Board of Trustees meeting of September 23, 2014 was adjourned at 5:50 p.m.

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