

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday June 23, 2015
Central Library Meeting Room 1
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: JoAnne Anton, Michele Bria, Sharon Cook, John Gurda,
Ald. Ashanti Hamilton, Joe'Mar Hooper, Ald. Nik Kovac, Chris Layden,
Sup. Theo Lipscomb, Paula Kiely

EXCUSED: Ald. Milele Coggs, Joan Prince, Mark Sain

STAFF: Ryan Daniels, Consuelo Hernandez, Joan Johnson, Dawn Lauber,
Sam McGovern-Rowen, Taj Schoening, Crystal Sura, Patricia Swanson,
Brooke VandeBerg

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT:

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:32 p.m. on June 23, 2015 with a quorum present. Trustee Lipscomb left the meeting at 6:25 p.m.

PUBLIC COMMENT None.

Director Kiely announced that Library Business Operations Manager Taj Schoening is retiring. President Gurda asked Ms. Schoening to step forward as he presented a resolution expressing the Board's appreciation of her dedicated service to the Milwaukee Public Library for 17 years and wished her well on her retirement.

SPECIAL COMMUNICATION

1. **New Trustee Introduction.** President Gurda introduced Mr. Joe'Mar Hooper, newly appointed to the Board as the Milwaukee Public School Superintendent's designee replacing Trustee Denise Callaway. Informational item.

RESOURCES / RECOMMENDATIONS / RESEARCH

2. **Library Cards – Past, Present, and Future.** The Board was given an overview of Milwaukee Public Library cards including the various types of cards available, general rules guiding their use, and new card types being piloted to help expand access to library services and programs. Deputy Director Joan Johnson distributed a Trustee Briefing dated June 22, 2015 on the topic of MPL Library Cards – Current Practice and Projects, attached at the end of these minutes. Informational item.

CONSENT AGENDA

After asking the Board if any items should be removed from the Consent Agenda, President Gurda entertained a motion to approve. Trustee Cook moved and Trustee Anton seconded a motion to approve the Consent Agenda. Motion passed unanimously. It was noted that materials circulation and patron visits are decreasing. Director Kiely said that major libraries across the country are seeing a decline in the traditional use of libraries, specifically the loan of physical materials, but online resource use continues to increase. Libraries, in general, are rethinking their service strategies to stay current with the technology changes and user needs.

3. Regular Board Meeting Minutes May 26, 2015
4. Administrative Reports.
 - a. Personnel Actions
 - b. Financial Report
 - c. Library Director's Reports

REPORTS

5. Milwaukee County Federated Library System (MCFLS) Board. Resource Library Representative Trustee Kovac reported that there was not a quorum at the June 15, 2015 meeting. The MCFLS Board informally discussed the MCFLS Resource Library Agreement, which will expire at the end of this year. Formal negotiations will begin in August. Informational item.

OLD BUSINESS

6. Branch Redevelopment. Library Construction Project Manager Sam McGovern-Rowen presented a PowerPoint regarding Library Building Projects Update, attached at the end of these minutes. The Board reviewed a preliminary design of the Forest Home / Mitchell project that will be used in the developer's (Gorman and Company) historic preservation tax credit application. The design includes fifty-seven market rate apartment units, eight townhouse apartments, and seven garden apartments on the roof. The library will be located on the first floor. The plans call for reinstallation of the original railing at the mezzanine and restoration of the original storefront including the curved glass at the entrance. In addition, the alleyway between the former Goldmann's building and the library's space will become active and basement space will be provided for the library and the tenant. Mr. McGovern-Rowen briefly summarized recent meetings he has had with key project stakeholders. The timeline for the project was reviewed. A community-wide open house will be held in September with library architect HGA on the library interior design. Build out of the new library on Mitchell Street could begin in April 2016 with the grand opening in late 2016 or early 2017.

The Mill Road project update included the news that the Department of City Development is hiring a real-estate employee who will assist the library. Developers Maures / Common Bond are researching financing and anticipate applying for Low-Income Housing Tax Credits (LIHTC). The goal is to complete the development agreement by the end of 2015. If LIHTC are awarded, the library could begin construction in October 2016 and have a grand opening of the new library on Good Hope Road in November 2017.

Library Business Operations Manager Taj Schoening reported on the progress of the Tippecanoe Branch renovation. Tippecanoe is undergoing a complete renovation of the building by architectural firm Engberg Anderson. Outside, the parking lot surface has been

6. **Branch Redevelopment.** (continued)

removed. The entrance will be moved and will have an overhang with ADA accessibility through a new sidewalk and access points. A secret garden is planned for the back of the building. The grand opening is scheduled for fall 2015. Informational item.

7. **Wisconsin Library System Changes Update.** Director Kiely stated that the Department of Public Instruction is currently deciding who the appointing authority will be for the Steering Committee that will review various studies regarding state-wide library systems. Director Kiely is expected to serve on the Steering Committee and will report on the work of the committee as progress is made. Informational item.
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NEW BUSINESS

8. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels invited the Board to join the Foundation for its first-ever virtual Read a Book Ball on July 11, 2015. The Foundation mailed invitations to potential donors throughout Milwaukee County and hopes to invite many more through social media. The Foundation's fundraising efforts to-date total approximately \$396,000 compared to \$303,000 last year. Contributions to the library total \$360,000 in terms of support of initiatives. Trustee Hamilton said the fundraising efforts should be applauded. Mr. Daniels added that the Friends of the Library have engaged two interior architecture and design students from the Milwaukee Institute of Art & Design (MIAD) to reimagine the Bookseller. A preliminary design will be reviewed next week. Informational item.
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STRATEGIC DISCUSSION

9. **Follow-up to Strategic Discussion – Resource Library.** President Gurda reminded the Board that Library Administration is gathering information regarding what services would be required of MPL in terms of what the resource library for the state might be and also costs associated with the responsibility. Director Kiely said that staff has connected with the Enoch Pratt Free Library, the public library of Baltimore. They are recognized as the resource library center for the state of Maryland and an agreement with the state provides funding of \$9 million per year. The Enoch Pratt Library has shared several documents related to their role as the resource library and a phone meeting is scheduled in early July. Library administration will use the information gathered to guide in the crafting of the white paper that addresses Central Library as a state resource library. Informational item.
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10. **Reengaging Lapsed Members.** Director Kiely distributed a Trustee Briefing dated June 22, 2015 on the topic of Blocked Library Cards, attached at the end of these minutes. President Gurda reminded the Board that MPL is launching an awareness campaign to increase the base of library card holders. The Board reviewed the Trustee Briefing noting that 373,000 individuals are currently registered library card holders but 38% have invalid cards due to unpaid overdue fines, fees for lost or unreturned materials or expired cards. Two recent remedies have been renewal reminders sent to patron's email addresses listed on their library card record and a payment plan for fines owed. President Gurda asked the Trustees if they view fines as a revenue source or as a means of encouraging the return of

10. **Reengaging Lapsed Members.** (continued)

materials in a timely manner and increasing access. Discussion ensued bringing forth ideas such as donor help from the Milwaukee Public Library Foundation, forgiveness with new probationary cards, partnering with other organizations and offering forgiveness with a donation of food or a back to school item. The Board was reminded that library fines generate revenue for the City's general fund. It was suggested that more detailed library card fine data, such as value, volume and material type, needs to be identified as the discussion continues. A forgiveness program may be a beginning to reengage lapsed members but an education piece should be included as part of the program to encourage responsible library card use. The library's awareness campaign will kick off later this year. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of June 23, 2015 was adjourned at 6:25 p.m.
