

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday July 28, 2015  
Central Library Meeting Room 1  
814 W. Wisconsin Avenue  
Milwaukee, WI 53233**

**PRESENT:** JoAnne Anton, Michele Bria, Sharon Cook, Joe'Mar Hooper, Ald. Nik Kovac, Chris Layden, Sup. Theo Lipscomb, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Ald. Milele Coggs, John Gurda, Ald. Ashanti Hamilton, Joan Prince

**STAFF:** Consuelo Hernandez, Joan Johnson, Dawn Lauber, Brett Rohlwing, Sam McGovern-Rowen, Mary Milinkovich, Crystal Sura, Brooke VandeBerg

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Eric Pearson, Budget and Management Division

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In the absence of President Gurda, Vice-President Bria called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:35 p.m. on July 28, 2015 with a quorum present at 4:40 p.m.

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**PUBLIC COMMENT** None.

Vice-President Bria announced that MPL won the Urban Libraries Council (ULC) Top Innovator's Award – Operations. The ULC recognized MPL and its 2010 long-term facilities plan, Rethinking Libraries for the 21st Century, and noted that Villard Square and East have been replaced as mixed-use developments in which MPL and developers share ownership through a condominium association and a reliable financing structure.

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**SPECIAL COMMUNICATION**

1. **Visiting Taiwanese Student.** Human Resources Officer Consuelo Hernande introduced Ms. Sherry Lin, who is working in the Arts & Media Department as an intern. Informational item.
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**RESOURCES / RECOMMENDATIONS / RESEARCH**

2. **Zinio For Libraries.** The Board was given a presentation on the database Zinio, and the steps for downloading free magazines to mobile devices.
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**CONSENT AGENDA**

Vice-President Bria asked the Trustees if any items should be removed from the Consent Agenda. Trustee Cook requested that the Library Director's Report be removed. After acknowledging the request, Vice-President Bria entertained a motion to approve The Consent Agenda. Trustee Layden moved and Trustee Anton seconded a motion to approve the Consent Agenda. Motion passed unanimously. Motion passed unanimously.

3. Regular Board Meeting Minutes June 23, 2015

**CONSENT AGENDA** (continued)

4. Committee Reports.
  - a. Finance & Personnel Committee Meeting Agenda July 1, 2015
  - b. Executive Committee Meeting Minutes July 15, 2015
5. Administrative Reports.
  - a. Personnel Actions
  - b. Financial Report

Library Director's Report. Trustee Cook asked about the increase in the Unique Visitors to the MPL Website listed on the Computer, Internet and Electronic Statistics. Director Kiely contributed the increase to the new online reservation software that customers are using to reserve community and conference rooms available at the libraries. Trustee Cook moved and Trustee Sain seconded a motion to approve the Library Director's Report.

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**REPORTS**

6. Milwaukee County Federated Library System (MCFLS) Board. Trustee Kovac, Resource Library Representative, was not able to attend the July 14, 2015 MCFLS Board meeting, therefore Director Kiely provided a brief report. Changes to the MCFLS Board were noted - Ms. Mardee Gruen will be replaced by Mr. Kurt Glaisner and Ms. Paula Pennebaker was nominated to serve as Vice-President, the position formerly held by Ms. Gruen.

During the Library Directors Advisory Council, it was brought to the attention of the Board that the Shorewood Public Library is planning a one-week fines only amnesty event. Member libraries expressed interest and agreed to share summary reports on any amnesty programs they participate in. Director Kiely reminded the Trustees that at the June 23, 2015 meeting, fines were discussed at length during the reengaging lapsed members strategic discussion.

Director Kiely said the MCFLS Board approved the MCFLS Strategic Plan 2015-2017. A brief version is included in the agenda as attachment B, on page 35. She added that she will review the plan with MCFLS Director Bruce Gay and identify how Milwaukee can support it.

It was noted that the MCFLS budget request for \$100,000 was submitted to the County Executive.

Also, at the meeting, the MCFLS Board went into executive session to discuss the Member Agreement, ILS and Technology Agreement, Resource Library Agreement and Cataloging/Database Maintenance Contract. No report was given. The agreements will be presented to the MPL Board for approval when finalized.

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7. Building and Development Committee. Chair Bria referred to the July 2, 2015 Building and Development Committee meeting agenda and minutes listed as attachment C, page 38 of the agenda. The Committee approved recommending to the full Board, a contract award for the Central Library 4<sup>th</sup> Floor Roof Replacement contract to F.J. A. Christiansen Roofing Company, Inc. for the base bid only for a total of \$414,323. Trustee Bria moved to approve the contract and Trustee Sain seconded the motion. Motion passed.

7. **Building and Development Committee.** (continued)

The committee was updated on the Branch Building Initiative. The Forest Home / Mitchell project developer, Gorman and Company, has applied for Historical Preservation Tax Credits and is working on the possibility of applying for New Market Tax Credits as well.

The developer for the Mill Road / Good Hope project, Mares Development – Common Bond Communities is working on an application for Wisconsin Housing and Economic Development Authority (WHEDA) Low Income Housing Tax Credit that will be awarded in January of 2016.

Construction Project Manager McGovern-Rowen also reported at the committee meeting that he has received inquiries from developers regarding the 2017 Martin Luther King and Capitol library projects. He is creating a timeline of when the process for the redevelopment of those libraries will begin. Informational item.

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**OLD BUSINESS**

8. **Wisconsin Library System Changes Update.** Director Kiely said that several committees will review the Council on Libraries and Network Development's (COLAND) recommendations for the Wisconsin Public Library Systems. Committee members will be appointed by State Superintendent Tony Evers. She expects to be appointed to the Public Library System Revision Steering Committee. She added that the State provides funding for seventeen library systems and there has been a call from various groups to create standards for library systems, possibly consolidate services and reduce the number of library systems. The Board will receive periodic reports on the committee's progress and recommendations throughout the review process. Informational item.

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9. **2016 Library Budget.** Director Kiely noted that the 2016 requested library budget was shared with the Board at the May 26, 2015 meeting. The Library has since been asked by the City Budget Office to find savings of \$200,000. Library Administration is working with budget office staff to find the savings while continuing to provide the same services as in 2015. The library's budget hearing before the Common Council's Finance and Personnel Committee will be scheduled in October. Informational item.

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**NEW BUSINESS**

10. **Awareness Campaign.** Marketing and Public Relations Officer Brooke VandeBerg reported that there has been a lot of activity moving the Awareness Campaign forward. She explained during MPL's strategic planning process, library administration identified that there was significant potential in some of the library's target audiences for growth in usage of our libraries and services. The Campaign Committee will focus not only on library awareness but on relevance. Another goal is to increase active card holders. The library is currently working with Cramer-Krasselt (C-K) advertising firm to design, develop and produce a promotional video and a media plan for MPL to connect with the library's key target audiences. A team of community stakeholders will also be involved and the library hopes to leverage their networks to achieve the expected outcomes for a successful campaign. Ms. VandeBerg noted that Fox6 is a media partner. She added that there will be a survey-based evaluation at the conclusion of the campaign to help measure the results. The Board will continue to be updated on the campaign's progress. Informational item.

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**STRATEGIC DISCUSSION**

11. **Resource Library.** As a follow-up to the Board's resource library discussion at the June 23, 2015 meeting, Director Kiely said that after a lengthy conversation with Maryland's Resource Library Center for the state, it was clear that it is not a feasible comparable model for MPL. Library administration is still in the process of crafting a white paper that addresses Central Library as a state resource library. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of July 28, 2015 was adjourned at 5:30 p.m.

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