

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday October 27, 2015  
Central Library Meeting Room 1  
814 West Wisconsin Avenue  
Milwaukee, WI 53215**

**PRESENT:** JoAnne Anton, Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Joe'Mar Hooper, Ald. Nik Kovac, Chris Layden, Joan Prince, Mark Sain, Joan Johnson

**EXCUSED:** Ald. Ashanti Hamilton

**STAFF:** Ryan Daniels, Consuelo Hernandez, Joan Johnson, Dawn Lauber, Sam McGovern-Rowen, Mary Milinkovich, Judy Pinger, Crystal Sura, Brooke VandeBerg, Duane Wepking

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:**

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President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:30 p.m. on October 27, 2015 with a quorum present. Trustee Coggs, Layden and Sain participated by conference phone.

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**PUBLIC COMMENT** none

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**RESOURCES / RECOMMENDATIONS / RESEARCH**

1. **Historic Photo Collection.** The Board was given a presentation of the library's historic photo collection that consists of tens of thousands of photographs spanning across 161 different subject areas from Milwaukee's history. Informational item.
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**CONSENT AGENDA**

President Gurda 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, President Gurda entertained a motion to approve the Consent Agenda. Trustee Cook moved and Trustee Hooper seconded a motion to approve the Consent Agenda. Motion passed unanimously.

2. Regular Board Meeting Minutes September 22, 2015
3. Administrative Reports.
  - a. Personnel Actions
  - b. Financial Report

Library Director's Reports. Trustee Cook asked about decreases in the patron, circulation, and hours of computer use. Deputy Director responded that electronic statistics are increasing which infers that patrons are using library resources online. In January of 2015, the public began reserving library meeting rooms by visiting the library's Webpage. This resulted in an increase of unique visitors to the MPL Website. Assistant Director of IT, Technical Services and Collections Judy Pinger added that in March of 2014, the library launched a new Webpage, and

Library Director's Reports. (continued)

people are engaging with the digital content of the library. Trustee Hooper asked about tracking the Express Library. Deputy Director Johnson said that approximately 100 items are circulated per month. A consultant is being hired to develop an evaluation tool related to the Express Library project. The Director's Report was approved unanimously.

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**REPORTS**

4. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, reported on the October 19, 2015 MCFLS Board meeting. He said that MCFLS Director Bruce Gay noted that two member libraries have signed and returned copies of the ILS, Resource Sharing, and Technology Agreement and the Membership Agreement. It is anticipated that all member libraries will approve the agreements when their respective Boards meet. Informational item.

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5. **Building and Development Committee.** Chair Bria referred to the October 1, 2015 Building and Development Committee meeting agenda, minutes listed as attachment B, page 21 of the agenda. The committee was updated on the Branch Building Initiative as summarized on page 22 and 23 of the agenda. Each developer for the Mill Road and Forest Home projects will appear at the November 5, 2015 committee meeting to present timelines and further detail on the financing strategies for the redevelopment projects. Vice-President Bria said that earlier today, she and Trustee Cook attended a walk-through of the renovated Tippecanoe Branch with Mayor Barrett. She commented that the library looks beautiful and it is gratifying to see the changes to the building and the interior design that the Board approved on paper in spring of 2014. She noted that the gardens, including a secret garden are progressing nicely as well. The opening celebration will be held December 12, 2015 at 10:00 a.m. Informational item.

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6. **Finance & Personnel Committee.** Vice-Chair Anton referred to the October 7, 2015 Finance & Personnel Committee meeting agenda, minutes listed as attachment C, page 25 of the agenda. It was noted that each Trustee received US Bank's MPL Investment Report dated October 7, 2015. She briefly summarized the committee meeting which included a quarterly review of fund investments and a quarterly report of the internal control of the MPL trust and gift funds. The committee accepted the reports. Approval was requested to expend up to \$108,121 from the Milwaukee Public Library Trust and Gift Fund for operational support during 2016. Details of the request are outlined in the memo dated October 2, 2015 regarding 2016 Trust Fund and Gift Fund Expenditure Request, listed on page 29 of the agenda. Trustee Anton moved approval. Trustee Hooper seconded the motion. Motion passed.

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7. **MPL Foundation Report.** MPL Foundation Executive Director Ryan Daniels reported that over 450 donors were introduced to the library at the Benjamin Franklin Award Celebration held at Central on October 22, 2015. He said that the Foundation expects to net over \$520,000 from the event. The Foundation has raised \$1.37 million to-date, of which

7. **MPL Foundation Report.** (continued)

\$800,000 has been contributed back to the library. The Awareness Campaign continues to progress and may likely create more sponsorship opportunities. The Friends of the Library are working with Milwaukee Institute of Art & Design students to remodel the Bookseller and create ideas for a gift shop that will showcase the library's collection. A solicitation for funds in support of the Tippecanoe Branch will be mailed soon. Mr. Daniels concluded that he is confident that the Foundation will meet its year-end fundraising goal. Informational item.

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**OLD BUSINESS**

8. **Library Budget Hearing Report.** Deputy Director Johnson said that Director Kiely presented the library's proposed 2016 budget to the Common Council's Finance and Personnel Committee at a hearing on October 16, 2015. The total 2016 budget reflects a 5.1% increase compared to 2016. Public service hours remain the same. At the hearing, the Finance and Personnel Committee members inquired about restoring public service hours and the impact on staffing levels. Library administration prepared a worksheet with the information prioritizing options and shared that with the committee. A brief discussion on library hours and the potential of an amendment to restore some hours ensued. Mayor Barrett's deadline to adopt the budget is November 14, 2015. Informational item.

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9. **Wisconsin Library System Changes Update.** President Gurda reminded the Board that Director Kiely has been appointed to the Public Library System Revision Steering Committee. The Department of Public Instruction has assigned work groups to determine the possibilities for new service delivery models. They are in the process of selecting a project manager who will manage the 3-year project and coordinate communication among the work groups and the library community as needed. Informational item.

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**NEW BUSINESS**

10. **2016 Milwaukee Public Library Proposed Public Service Hours.** President Gurda referred to attachment D, page 33 of the agenda. He stated that public service hours remain the same in 2016 as 2015 and entertained a motion to approve the MPL 2016 Proposed Public Service Hours. Trustee Anton moved and Trustee Cook seconded a motion to approve. Motion passed.

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**STRATEGIC DISCUSSION**

11. **MPL 2020 Our Plan for the Future.** President Gurda distributed a document titled Strategic Question What's Next in Education dated October 27, 2015, attached at the end of these minutes. The infographic MPL 2020 Our Plan for the Future was also distributed. An Urban Libraries Council Leadership Brief on Partners for Education, listed as attachment E, page 34 of the agenda, provided an overview of how the public library can be a critical resource to facilitate collaboration, build partnerships, address gaps, and support a lifetime of improved education outcomes. President Gurda said that the library's strategic plan, MPL 2020, calls for the library to create a city of readers and lifelong learners. He asked the Trustees what the library should do to proactively encourage engagement with learning of all ages in the community. Trustee Prince said that partnering with other organizations is necessary due to limited resources. She added that out-of-school learning is important not

11. **MPL 2020 Our Plan for the Future.** (continued)

only for students during summer but for adults as well. Trustee Sain suggested that schools could assign projects that bring students into the library. He said community partners could play a role in funding programs. Trustee Layden mentioned having volunteer support. Deputy Director Johnson said the library has hired a volunteer coordinator two years ago and she is instrumental in organizing volunteers for programs. The library managers have been asked to expand our capacity with community partners for 2016 program planning as well as using volunteers. Trustee Bria suggested more programs like summer reading be held in the fall semester and again in the spring semester with incentives. The community centers and teachers could be more engaged in promoting library use during the school year. Trustee Anton commented that Milwaukee Succeeds collaborates with community partners to implement strategies that are making gains in reading skills. Mr. Daniels shared that he and Director Kiely met with Milwaukee Succeeds leadership to educate them on the services that the library offers. Their mission is to unite the community to support strategies that will achieve the shared vision of success for every child. The Trustees expressed interest in having a representative from Milwaukee Succeeds attend a Board meeting to share their successes and goals with the Trustees. Mr. Daniels said the Foundation is preparing a proposal that would support the library's plan to reach the goal of 60,000 participants in a reading program by 2020. Trustee Kovac stated that the better the library can measure their impact on literacy and empowerment, the more likely funders will get involved. Deputy Director responded that the library is working with a consultant to develop a measurement tool that will help the library demonstrate its impact on the community. In closing, President Gurda said that MPL has also been looking at a new service offering Career Online High School Diplomas. Director Kiely will be following up with the director of the Los Angeles Public Library who has made the service available for the past two years. More information on the program will be presented at a future Board meeting. The Trustees agreed that the education discussion should be continued. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of October 27, 2015 was adjourned at 6:17 p.m.

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