



**CITY OF
MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
AGENDA
Wednesday October 15, 2008
8:15 a.m.
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

PUBLIC COMMENT

APPROVAL OF MINUTES

ACTION Attachment A
Page 3

OLD BUSINESS

1. 2009 Proposed Budget. Library Administration will provide information about the Mayor's proposed and preferred 2009 budgets.

INFORMATION

2. Return on Investment Study. Library Administration will request reconsideration of expending funds on a local Return on Investment Study.

ACTION

NEW BUSINESS

3. MPL Finance & Personnel Committee. The committee will report out from the October 15, 2008 meeting regarding the quarterly performance review of the MPL Trust Fund and internal accounting management.

ACTION

4. 2009 Meeting Dates. A proposed schedule for 2009 MPL Board of Trustees meetings will be presented for approval.

ACTION

5. Overdue Fines. The Board will consider increasing the basic overdue fine from 10 cents to 15 cents per day as an inflationary adjustment.

ACTION Attachment B
Page 9

6. MPL Strategy Committee. The committee will report out from the September 23, 2008 meeting regarding the mission and plan of the committee.

INFORMATION Attachment C
Page 10

7. Summer Reading Programs. Youth and Community Outreach Services Coordinator Kelly Hughbanks will present a report on the 2008 Summer Reading Programs.

INFORMATION Attachment D
Page 14

8. Courtesy Notices. Technical Services Manager Bruce Gay will explain a new service started October 6, 2008 that will remind patrons of upcoming due dates.

INFORMATION

ADMINISTRATIVE REPORTS

9. Personnel Actions. Library administration reports the personnel activity for the month.

INFORMATION Attachment E
Page 16

10. Financial Report. Library administration reports the financial activity for the month:

U. S. Bank Certificate of Deposit #338074972 dated 09/03/08 and maturing 10/03/08 at a rate of 2.05%.....\$310,000.

INFORMATION Attachment F
Page 18

11. Library Director's Reports. A revised August Patron Count has been issued.

INFORMATION Attachment G
Page 19

ADDITIONAL NEW BUSINESS

REMINDER: *Next scheduled meetings are:*

November 20 – Central Library Meeting Room 1 – 8:15 a.m.

December 17 – Central Library Meeting Room 1 – 8:15 a.m.

ADJOURNMENT

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Wednesday September 17, 2008
Forest Home Library Meeting Room
1432 W. Forest Home Ave.**

PRESENT: John Gurda, Ald. Ashanti Hamilton, Dir. Charlene Hardin, Ald. Nik Kovac,
Joan Prince, David Riemer, Kathy Williams

EXCUSED: Ald. Milele Coggs, Sharon Cook, Art Harrington, Marty Schreiber

STAFF PRESENT: Bruce Gay, Joan Johnson, Sandra Melcher, Taj Schoening, Kathy Staszak,
Crystal Sura, Paul Wilant

OTHERS PRESENT: Amy Hefter, Legislative Reference Bureau
Eric Pearson, Budget and Policy Division
Jake Miller, Budget and Policy Division
Leslie Silletti, Mayor's Office
Lise Lawson, MPL Friends
Beth Dufek, Local Initiatives Support Corporation
Christopher Laurent, Gorman & Company, Inc.
Sam McGovern-Rowen, Northwest Side Community Development Corporation
Howard Snyder, Northwest Side Community Development Corporation

President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:35 a.m. on September 17, 2008 with a quorum present.

PUBLIC COMMENT None.

Director Paula Kiely introduced Leslie Silletti, who is the library's new liaison to the Mayor's Office. Ms. Silletti replaces Rhonda Kelsey who was promoted to Director of Purchasing. Director Kiely also introduced Forest Home Library Branch Manager Kathie Staszak. Ms. Staszak welcomed the Board and gave a brief description of the neighborhood stating that there are forty-four schools in the area. The library was built in 1966 and had a collection of mostly German and Polish language books which has now been replaced with a large collection of Spanish language materials. A library renovation in 2000 provided a computer lab that allows computer classes to be held in English and Spanish. A drop-in Job Center for Spanish speaking patrons is also available. An impressive Native American collection can also be found at the library.

APPROVAL OF MINUTES Trustee Gurda moved and Trustee Prince seconded a motion to approve the July 23, 2008 and August 6, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

OLD BUSINESS

1. **Gift Policy.** President Riemer referred to attachment B, page 32 of the agenda. He reported that the proposed change in the gift policy was brought to the Library Services & Programs Committee on March 31, 2008 and then discussed at the April 16, 2008 and May 15, 2008 Board meetings. He added that Trustee Cook, as Committee Chair, expressed her wish to have this item sent back to the Committee if the Board is not yet comfortable taking a vote. President Riemer introduced Friends of the Library Board President, Lise Lawson. Ms. Lawson stated that the memo presented on page 32 provides information on the proposal of the Friends of the Library to accept the gifts on behalf of the Library. Ms. Lawson added that the Friends and their volunteers have the experience to take on the responsibility to manage all the gifts. The memo states that gifts will be accepted by the Friends at the Central Library only. Trustee Kovac asked how many books are donated to the branches. Ms. Kiely said most gifts come to the Central Library. Trustee Prince stated she would prefer that gifts are accepted not only at Central but also at the branch locations and then delivered to the Friends for sorting. Trustees Kovac and Hardin concurred. Trustee Prince moved and Trustee Gurda seconded a motion to accept the gift policy and the Friends of the Library's offer to accept gift materials for the Milwaukee Public Library system with the caveat that gifts will be accepted at all MPL locations. Ms. Kiely informed the Board that Library Administration will work out the procedure and report back to the Board. Ms. Lawson mentioned the coffee shop and used bookstore have been newly remodeled and will re-open its doors on Saturday, September 20, with a new look and a new name.

Motion passed.

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2. **2009 Budget.** Ms. Kiely reported that Mayor Barrett is preparing two budgets for the Common Council to consider. The first is the Mayor's preferred budget. In this budget, no libraries will close, although there will be hours and service reductions throughout the system and some reductions in other areas. To fund this budget, additional fees or revenue will need to be recognized. The second is the Mayor's proposed budget, which is a balanced budget as required by law. The major features of this budget include a reduction in hours at the Central Library (also included in the preferred budget), a cut to the materials budget, and the closing of two neighborhood libraries. The Mayor presents his budget on September 24. The library budget hearing is scheduled for October 10. Discussion ensued. Trustee Gurda asked what the reduction to the budget is and which service option fits with the preferred budget. Ms. Kiely replied that the preferred budget adds about \$900,000 in funding. Ms. Kiely added that three additional options were created after the July Board meeting but option F is comparable – she will propose that all neighborhood libraries have equitable hours (open 45 hours per week, Monday through Wednesday noon until 8:00 p.m. and Thursday through Saturday 10:00 a.m. until 5:00 p.m. with Sunday hours continuing through the school year). The goal is to give every community the same level of library access with the same level of library staff available to serve. President Riemer will join Ms. Kiely at the budget hearing. The Board agreed that they support a budget that does not close libraries and does not reduce hours or services more than necessary.

Informational item.

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3. **Building and Development Committee.** Committee Chair Kathy Williams summarized the Building and Development Committee meeting from August 26, 2008. After a full and detailed discussion the committee presented some questions to library staff regarding the proposed Villard Avenue project as outlined in the meeting minutes, attachment C, page 36 of the agenda. The Committee recommends that the Board accept the concept of the proposed Villard Avenue project. Ms. Williams added that pursuing these types of partnerships is in alignment with the library's overall strategic plan and the long-term growth and vision of the library system. Ms. Kiely mentioned she and Library Business Operations Manager Taj Schoening met with the Department of City Development Deputy Director Martha Brown to discuss the project and review the questions. A letter listing the questions of interest was sent to Gorman & Company, Inc. Ms. Kiely stated two things are necessary to move this project forward: funding needs to be available (the Mayor has included in the 2009 budget, authority to borrow up to \$1 million) and, a non-binding letter of interest from the Board to Gorman & Company, Inc. which would allow them to apply for tax-credits. Trustee Gurda moved to authorize a non-binding letter from the Board be sent to Gorman & Company, Inc. stating the library's interest in the proposed Villard Square facility proposal. Trustee Hardin seconded the motion. President Riemer encouraged the Board to send any further questions or concerns to Director Kiely and Committee Chair Williams.

Motion passed.

NEW BUSINESS

4. **Increase of Overdue Fines.** Ms. Kiely distributed a memo dated September 12, 2008 titled Overdue Fine – Entertainment DVD's. Ms. Kiely summarized the memo and asked the Board to approve an increase in the overdue fee for entertainment DVD's from \$.50 per day to \$1 per day, with a maximum fine per item remaining at \$5.00. Trustee Gurda moved and Trustee Hamilton seconded a motion to approve the increase in DVD fines as stated by Director Kiely to be effective January 1, 2009. The memo is attached at the end of these minutes. President Riemer noted that, at a future meeting, the Board should consider an inflationary adjustment to the overdue fine for other items from \$.10 to \$.15 per day.

Motion passed.

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5. **Mayor Barrett's Priorities.** Ms. Kiely provided an overview of Mayor Tom Barrett's Priority Setting/Planning Session June 12, 2008 Follow Up Report, attachment D, page 39 of the agenda. Ms. Kiely stated that the library is the lead agency in the strategy to ensure that every city student has a library card as listed under Goal 3: Improve Workforce Development and Connect More Citizens to Family-Supporting Jobs. Objective 2: Expose X number of inner city youth to career environment. The library was asked to prioritize that goal as well as others and look for funding in the 2009 budget to accomplish it. All of the library staff were given a copy of this report and were given opportunity to respond. The library has set a goal that 80% of students in Milwaukee Public Schools (MPS) would have a valid library card by December 2009. The library will be looking for support from the MPS School Board as well as from the

5. **Mayor Barrett's Priorities.** (continued)

Superintendent. Trustee Hardin expressed that there is positive potential for an intergovernmental agreement but stated that outstanding fees and student confidentiality are issues of concern. As part of the outreach in support of literacy and the library, on-site library card registration will take place in the lobby of City Hall on September 18. Private funding will be sought to increase the outreach from the Books2Go program. Trustee Gurda asked if the Library Card Committee is still meeting. Ms. Kiely said that the committee is still active and will play a role in this strategy to meet the Mayor's objective.

No action was taken.

ADMINISTRATIVE REPORTS

6. **Personnel Actions.** Personnel actions, attachment E, page 55 of the agenda, were presented and reviewed. Ms. Kiely highlighted the retirement of Library Services Assistant Gloria Thomson after 28 years of service.

Informational item.

7. **Financial Report.** Ms. Kiely referred to attachment F, page 57 of the agenda, noting that the Certificate of Deposit increased due to the significant gift made to the Library for the Blind and Physically Handicapped, which was announced at the last meeting.

Informational item.

8. **Library Director's Report.** The Library Director's Report, attachment G, page 59 of the agenda was presented. Ms. Kiely noted that a full report of the Summer Reading Program will be given at the October Board meeting. Circulation and patron counts increased in July but fell slightly in August. Summer Reading Program events may have contributed to the increase. The Computer, Internet, and Electronic Statistics were reviewed.

Informational item.

ADDITIONAL NEW BUSINESS. None.

The Milwaukee Public Library Board of Trustees meeting of September 17, 2008 was adjourned at 10:15 a.m.



MILWAUKEE
PUBLIC LIBRARY

Central Library

MEMORANDUM

DATE: September 12, 2008
TO: Library Board of Trustees
FROM: Paula Kiely, Library Director
RE: Overdue Fine – Entertainment DVDs

Entertainment DVDs, which include feature films and popular television programs, circulate for 3-days. When they are returned late, patrons are currently charged 50 cents per day. The purpose of this memo is to propose an increase in this fine to \$1 per day. The maximum fine per item would remain \$5.

With the assistance of the City's Budget Office, we estimate this increase in the DVD overdue fine would raise approximately \$50,000 in additional revenue. The Library has been told these extra funds can be used to offset an expected reduction in the 2009 materials budget. Overdue fines for DVDs were last increased in July of 2003, when they were raised to 50 cents (see box). In making this change, the Milwaukee Public Library would bring its DVD fine in line with four other member libraries in the Milwaukee County Federated Library System.

History of Overdue Fines

7/24/2003 - Current	\$0.50/day (3 day videos and DVDs)
6/1/1997 – 7/23/2003	\$0.10/day all items
10/1/1966 – 5/31/1997	\$0.05/day all items
Prior to 10/1/1966	\$0.025/day all items

Inflation calculation based on consumer price index*

\$0.05 in 1966 has the same buying power as \$0.34 today
\$0.10 in 1997 has the same buying power as \$0.14 today
\$0.50 in 2003 has the same buying power as \$0.59 today

*From the U.S. Department of Labor, Bureau of Labor Statistics website.

<http://data.bls.gov/cgi-bin/cpicalc.pl>

DVDs are free for patrons to check out with their valid library card and are one of the most popular materials provided by the library. Patrons who return their materials on time will continue to be able to use these materials free of charge. Those who return their DVDs after the due date will pay an increased fine, but the fine will still be less than the cost to rent a DVD at a retail store. We expect the fine will encourage some people to return their materials on time, making them available for others to use.

Given the length of time since the last increase, the incentive it will give some patrons to return their materials promptly, and the potential to increase revenue that will help purchase new materials, I recommend increasing the overdue fee from 50 cents per day to \$1 per day, to be effective January 1, 2009.



MILWAUKEE
PUBLIC LIBRARY

October 6, 2008

TO: Library Board of Trustees
FROM: Paula A. Kiely, Director
RE: Overdue Fines

At the September 17, 2008 meeting, the Library Board of Trustees approved an increase in the overdue fine for entertainment DVDs. Effective January 1, 2009, the fine will increase from 50 cents to \$1 per day. The City Budget Office calculated this increase will bring in approximately \$50,000 in new revenue during the year. The Budget Office will ask the City Comptroller to recognize this revenue in the 2009 budget and if approved, the additional funds will be added to the Library's materials budget.

During the meeting there was also interest expressed in revisiting the overdue fines currently charged by the Milwaukee Public Library for other materials. I've reviewed the schedule of fines for MPL and all other members of the Milwaukee County Federated Library System. Each member board is responsible for setting its overdue fine schedule.

Excluding fines for videos and DVDs, all libraries with one exception charge 10 cents per day for all overdue adult materials. Whitefish Bay Public Library is the exception and is charging 15 cents per day. Regardless of the daily charge, the maximum fine per item is \$5 as set by the Milwaukee County Federated Library System.

MPL has not raised its general overdue fine since 1997.

History of Overdue Fines

7/24/2003 - Current	\$0.50/day (3 day videos and DVDs)
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*From the U.S. Department of Labor, Bureau of Labor Statistics website.
<http://data.bls.gov/cgi-bin/cpicalc.pl>



REVISED 9/10/08

MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

September 10, 2008

To: Strategy Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson David Riemer, John Gurda, Ashanti Hamilton,
Charlene Hardin, Art Harrington, Joan Prince
Charles Sprague, MPL Foundation Board Member
Greg Oberland, MPL Foundation Board Member
Meg Diaz, MPL Foundation Director

Fm: Paula A. Kiely
Library Director

Re: Strategy Committee Meeting
Tuesday, September 23, 2008
8:00-9:30 a.m.
Central Library, Trustees Room – Administrative Office, 3rd Floor West

MEETING NOTICE AND AGENDA

1. Committee Mission and Goals. The proposed mission of the committee will be reviewed, discussed, and finalized, and specific goals will be determined.

ACTION Attachment A

2. Work Plan Development. Committee members will develop a work plan to meet agreed upon goals, and will schedule future meeting dates.

ACTION

3. Other Business.

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September 23, 2008



MILWAUKEE

PUBLIC LIBRARY

**Milwaukee Public Library Board of Trustees
Strategy Committee**

Committee Mission: The Strategy Committee will explore long-term solutions and make recommendations to the MPL Board for creating a new financial structure that ensures adequate and stable funding for the Milwaukee Public Library.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
STRATEGY COMMITTEE
MINUTES
Tuesday September 23, 2008
Central Library Trustees Room
814 W. Wisconsin Ave.**

PRESENT: John Gurda, David Riemer, Paula Kiely

EXCUSED: Ald. Ashanti Hamilton, Charlene Hardin, Art Harrington, Joan Prince

STAFF

PRESENT: Meg Diaz, Crystal Sura

OTHERS Jake Miller, Budget and Policy Division

PRESENT: Charles Sprague, MPL Foundation

Chair David Riemer called the MPL Board of Trustees Strategy committee meeting to order at 8:05 a.m. on Tuesday September 23, 2008.

1. **Committee Mission and Goals.** Chair Riemer explained that the Strategy Committee is a new standing committee and reviewed its mission to explore long-term solutions and make recommendations to the MPL Board for creating a new financial structure that ensures adequate and stable funding for the library. Trustee Riemer stated that the committee should explore changes to the structure so that the same budget issues are not faced year after year. The current budget process is challenging and requires many library administrative hours. Trustee Gurda expressed his preference for a broader mission statement to include creativity and forward-thinking in the promotion of literacy and other strategic issues as noted in the Strategic Plan to ensure the long-term viability of the library. The committee agreed. The current proposed library budget was discussed. Mr. Sprague commented on the permanency of closing a library and the likelihood that it would ever be reopened. The committee agreed that discussion strategies should look to the 2010 budget. The difficult question is what services can the community do without? Milwaukee residents and others have come to value the rich collections, staff expertise, relevant programs, access to technology, and remote services that have been offered. Discussion ensued regarding different library models. Options that the committee may wish to review include: the Central Library as the state resource library absorbed by another entity such as the State Historical Society and run as a state agency; the Central Library separately governed and separately financed; Central Library funded by the state; establish a special library tax or assessment fee; creation of a library taxing district; combine with and/or sell special collections to a University; maximize the library's value to have a private entity assume financial responsibility; public/private partnership; seek funding from the MPL Foundation to fund the Central Library and maintain the neighborhood libraries; find a private or state university or other private industry to endow the library sufficiently to maintain it and rent the public spaces back to the public; change legislation to remain the state's resource library if privatization occurred; revisit the county library model.

No action was taken.

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2. **Work Plan Development.** Trustee Gurda suggested reviewing materials that were used in the 2006 Strategic Plan process and also made reference to the Board Special Sub-Committee in 2004 that focused on different library models, regional and mixed-use facilities. Mr. Sprague asked to research alternative models of government and asked that a sample of different demographic library models be investigated – large, small, rich and poor cities. He also requested an analysis of where the funds are currently disbursed throughout the MPL system. Ms. Kiely will gather the information and provide research results on the options noted to help guide the development of the plan at future committee meetings. Chair Riemer would like to have a plan completed by February 2009.

No action was taken.

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3. **Other Business.** The next Strategy Committee meeting is scheduled for Tuesday November 18, 2008 at 8:00 a.m. at Central Library in the Trustees Room.

With no further business, the meeting of the Board's Building & Development Committee was adjourned at 9:45 a.m. on Tuesday September 23, 2008.

Milwaukee Public Library - 2008 Summer Reading Program Report
May 19 – August 30, 2008

Super Readers

For children twelve years old and younger.

This year we redesigned the summer reading program with three primary goals: increase overall participation of schools, children and families; increase recognition of the program and the library to all citizens in the city; and increase the time children spent reading during the summer.

- We developed the Super Reader theme to encourage children to be proud of their reading accomplishments over the summer. This theme will be used for many years as we work on developing a highly visible summer reading program.
- Instead of having two separate reading programs for readers and non-readers, all children age twelve and younger were part of the Super Reader program. Streamlining this made it easier to interact with schools.
- Our start date was earlier this year to encourage more participation and promotion by schools.
- We invested in higher quality prizes for children to earn as they read. We did this with private funding, as we have in past years, and by developing more community partnerships to obtain food coupons and grand prizes that appeal to families.
- We brought back in-person instead of online registration to encourage children to interact with the librarians more. Librarians were able to act as cheerleaders to children and their families and recommend great books to read.

Overall, our efforts paid off, 14,099 children participated in the Super Reader program, a 9% increase over last year. Of that total 7,903 participated in a Milwaukee Public Library and 6,196 participated through outreach at fifty three (53) community agencies, such as Milwaukee Public Schools recreation sites, YMCAs, Boys and Girls clubs, etc. A total of 33% of the children accomplished what the library considered the completion goal – level three for the in library program or reading four books at the outreach sites. This is slight lower than last year's overall completion rate of 39%. Prizes included coupons, a beanie baby Super Reader lion, a Super Reader backpack and a Super Reader yard sign to proudly display in yards or windows. Once children reached level three they could continue to read to earn the ability to enter grand prize drawings and earn a free book.

Summer Reading School Challenge

Library staff worked with all schools in the city to promote the Super Reader program and encourage teachers and librarians to promote reading over the summer. Of the approximate 300 schools in the city, we had students from 231 schools participate in our Super Reader program. The school with the highest percentage of completion in each MPL service area will receive a reading rally during the 2007/2008 school year.

**Milwaukee Public Library - 2008 Summer Reading Program Report
May 19 – August 30, 2008**

2008 School Challenge Winners:

<u>Library</u>	<u>Winning School</u>
Atkinson	Urban Day School
Bay View	Fernwood Montessori School
Capitol	Washington DuBois Christian Leadership Academy
Center Street	Clarke Street Elementary School
Central	Milwaukee Academy of Science
East	Maryland Avenue Montessori School
Forest Home	Forest Home Avenue School
M.L. King	St. Marcus Lutheran School
Mill Road	Milwaukee Sign Language School
Tippecanoe	Salam School
Villard Avenue	Mt. Lebanon Lutheran School
Washington Park	St. Sebastian Grade School
Zablocki	Fairview Elementary School

The Summer Reading Program was funded by the Faye McBeath Foundation, the Friends of the Milwaukee Public Library, Midtown Center, Wisconsin Energy Foundation, MilwaukeeMoms.com, and Milwaukee Journal Sentinel.

Additional partners include the following agencies, which provided coupons and grand prizes: Betty Brinn Children's Museum, Bristol Renaissance Faire, Cousins Subs, Discovery World, Festival City Symphony, First Stage Children's Theater, Hilton Milwaukee City Center, Milwaukee Brewers, Milwaukee Bucks, Milwaukee County Zoo, Milwaukee Public Museum, Pizza Hut, and Wisconsin State Fair.

Young Adult Summer Reading Program – Get Graphic @ Your Library

The Teen Summer Reading Program attracted 934 teens who read 2,648 books this summer. Teens read to win weekly prizes that included books, backpacks, restaurant coupons and the grand prize, a \$75 Visa gift card. The Young Adult librarians again continued to offer popular programs to get teens into the library on a regular basis. Programs included: Food Fear Factor 2, Project Runway: Redesign, X-Box Game Nights, Comedy programs, music swaps, and craft programs.

**MILWAUKEE PUBLIC LIBRARY SYSTEM
PERSONNEL ACTIONS**

COVERING PERIOD: August 24, 2008 through September 20, 2008

The Secretary reports the following personnel actions:

APPOINTMENT

Tanzanique Cage - Library Circulation Aide - Capitol	09/08/08
Jacob Carson - Library Circulation Aide - East	09/11/08
Sarah Finn - Library Circulation Aide - Bay View	08/26/08
Danielle Patterson - Library Circulation Aide - Mill Road	09/03/08
Dennis Polzin - Library Circulation Aide - Villard Ave	09/02/08
Angelina Santana - Library Circulation Aide -Forest Home	08/26/08
Linda Scrimenti - Library Circulation Aide - Tippecanoe	08/25/08
Brittany Stark - Library Circulation Aide - Atkinson	09/02/08

TEMPORARY APPOINTMENT

Jean Straub - Librarian III - Science & Business	09/02/08
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REINSTATEMENT

Virgillette Adams - Library Circulation Aide - Circulation	08/27/08
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PROMOTION

Jacqueline Jones - Office Assistant III - Secretarial Support	08/24/08
TO: Office Assistant IV - Secretarial Support	

Karli Pederson - Librarian Intern - Atkinson	08/24/08
TO: Librarian I - Atkinson	

TRANSFER

Donna Salfer - Library Circulation Assistant I - Tippecanoe	09/07/08
TO: Library Circulation Assistant I - Bay View	

Daniel Stupar - Library Circulation Assistant I (EH Clerk ½ t) - Bay View	09/07/08
TO: Library Circulation Assistant I (EH Clerk ½ t) - Tippecanoe	

CHANGE IN STATUS

Katherine Connerton - Library Circulation Assistant I - Circulation	08/24/08
TO: Library Circulation Assistant I ½ time - Circulation	

Heidi Pennell - Library Circulation Assistant I ½ time - Circulation	08/24/08
TO: Library Circulation Assistant I - Circulation	

LEAVE OF ABSENCE 24.0 or more hours

Charmari Canady - Library Circulation Assistant I - Zablocki 38.0 hrs	08/25/08
Charmari Canady - Library Circulation Assistant I - Zablocki 29.6 hrs	09/08/08
Paula Dorsey - Contract Administrator - Personnel 2 months	09/15/08
Alfred Jakober - Custodial Worker II - Maintenance 24.0 hrs	09/03/08
Raphael Jones - Custodial Worker II - C L - East 32.0 hrs	09/08/08
Rose Laack - Library Technician II - Technical Services 51.8 hrs	08/25/08
Rose Laack - Library Technician II - Technical Services 24.0 hrs	09/16/08

**MILWAUKEE PUBLIC LIBRARY SYSTEM
PERSONNEL ACTIONS**

LEAVE OF ABSENCE 24.0 or more hours (continued)

Leslie Roberts - Library Circulation Assistant II - YCOS 24.0 hrs	09/03/08
Leslie Roberts - Library Circulation Assistant II - YCOS 24.0 hrs	09/17/08
Brandy Willis - Library Circulation Assistant I - Circulation 55.5 hrs	08/26/08
Brandy Willis - Library Circulation Assistant I - Circulation 46.6 hrs	09/08/08

SUSPENSION

Amy Finn - Librarian III - Atkinson 1 day	09/08/08
Raphael Jones - Custodial Worker II - C L - East 3 days	09/16/08

RESIGNATION

Xeng Cha - Library Circulation Aide - Forest Home	08/25/08
Genevieve Guran - Librarian Intern - Mill Road	08/29/08
Stephanie Jones - Library Circulation Aide - East	08/28/08
Abby Nowakowski - Library Circulation Aide - Tippecanoe	08/27/08

**MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
As of September 30, 2008**

REVENUES	2008			2007		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
CITY						
Fines	\$360,000		\$282,076	\$361,000		\$260,753
Lost Materials ,etc.	143,400		94,524	137,700		89,107
MCFLS Contracts	912,487		464,298	1,396,715		1,051,898
Additional City Appropriation	21,168,827		16,036,258	21,374,495		14,978,495
Total City Revenue	<u>\$22,584,714</u>	91%	<u>\$16,877,156</u>	<u>\$23,269,910</u>	91%	<u>\$16,380,253</u>
CONTRACT GRANTS						
Center Street	\$492,774		\$334,978	\$498,461		\$334,367
LBPH	921,200		189,185	916,824		188,902
ILS	92,650		18,891	78,250		15,863
Total Contract Grant Revenue	<u>\$1,506,624</u>	6%	<u>\$543,054</u>	<u>\$1,493,535</u>	6%	<u>\$539,132</u>
FOUNDATION FUNDS	\$581,963	2%	\$312,132	\$631,229	2%	\$261,063
TRUST FUND	\$200,000	1%	\$158,536	\$176,000	1%	\$125,531
TOTAL REVENUES	<u><u>\$24,873,301</u></u>	100%	<u><u>\$17,890,878</u></u>	<u><u>\$25,570,674</u></u>	100%	<u><u>\$17,305,979</u></u>

EXPENSES	2008			2007		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
CITY						
Salaries	\$12,986,992		\$9,331,718	\$13,050,330		\$9,312,929
Fringe Benefits	5,324,656		4,436,426	5,397,139		3,909,815
Supplies and Services	2,276,293		1,440,607	2,318,204		1,607,197
Equipment (Computers,etc.)	314,749		244,960	217,415		80,968
Materials (Books, media, etc.)	1,682,024		1,423,445	1,786,822		1,469,344
Reciprocal Borrowing	0		0	500,000		0
Total City Expenses	<u>\$22,584,714</u>	91%	<u>\$16,877,156</u>	<u>\$23,269,910</u>	91%	<u>\$16,380,253</u>
CONTRACT GRANTS						
Center Street	\$492,774		\$334,978	\$498,461		\$334,367
LBPH	921,200		189,185	916,824		188,902
ILS	92,650		18,891	78,250		15,863
Total Contract Grant Expenses	<u>\$1,506,624</u>	6%	<u>\$543,054</u>	<u>\$1,493,535</u>	6%	<u>\$539,132</u>
FOUNDATION FUNDS	\$524,534		\$272,910	\$551,299		\$216,764
Programming	57,429		39,222	79,930		44,299
Total Foundation Expenses	<u>\$581,963</u>	2%	<u>\$312,132</u>	<u>\$631,229</u>	2%	<u>\$261,063</u>
TRUST FUND	\$137,500		\$118,556	\$123,000		\$99,487
Materials	27,000		14,890	21,000		11,435
Programming	9,000		5,446	8,000		5,092
Training	24,000		18,173	20,000		8,764
Marketing	2,500		1,471	4,000		753
Contingency						
Total Trust Fund Expenses	<u>\$200,000</u>	1%	<u>\$158,536</u>	<u>\$176,000</u>	1%	<u>\$125,531</u>
TOTAL EXPENSES	<u><u>\$24,873,301</u></u>	100%	<u><u>\$17,890,878</u></u>	<u><u>\$25,570,674</u></u>	100%	<u><u>\$17,305,979</u></u>

Library Directors Report September 2008

Work on the 2009 Budget continued. Sandra Melcher, Joan Johnson and I met with each council member to discuss the Mayor's proposed and preferred budgets. Most members expressed general support for the library while acknowledging the shortage of revenue to fund library services at the same level. Budget information was also shared at a Town Hall meeting hosted by Alderman Tony Zielinski at Bay View High School.

I attended a number of receptions during the month including one sponsored by Library Trustee and Alderwoman Milele Coggs honoring State Senator Spencer Coggs who received the 2008 Wisconsin Alliance of Cities Senator of the Year Award. I also attended a reception hosted by President Willie Hines for Wisconsin Senator Russ Feingold who addressed the Milwaukee Common Council as part of the President's Speaker Series.

President David Riemer, Trustee Art Harrington and I met with Steve Smith, Executive Director of the Down Town YMCA to talk about possible partnerships. I will be meeting with Mr. Smith again to discuss in further detail how our early and school age children's programs may complement each other. As part of another effort, I was asked by Alderman Robert Bauman to serve on an education committee as part of *Project Impact* to help reduce crime and increase academic performance within his district.

The Library kicked-off its Combined Giving campaign as part of the annual citywide charity drive. *Give Me Five* is this year's theme. The city's goal is to increase participation by employees to 50%. Over 46% of library staff participated in 2007. Danielle Rodriguez (Serials) and Kathryn Mlsna (Central Circulation) are the Library's co-chairs.

Events

A Hieroglyphic of the Renaissance. On Saturday, September 6, approximately 60 patrons attended a lecture given by scholar Stefano Questioli on the *Hypnerotomachia Poliphili*. The Milwaukee Public Library is the only library in Wisconsin to own a copy of the book, published in 1499 and considered one of the most beautiful printed books of the Renaissance. The speaker presented a 6-week lecture series on the book at the Newberry Library in Chicago and agreed to give a summary of the series here at MPL as part of the Richard E. and Lucile Krug Rare Books Room Educational Series.

Susan S. Frackelton, The Painted Vessel and the Illuminated Book. On Wednesday, September 10 and repeated on Saturday, September 13, Dr. Lyn Korenic presented a fascinating program on the life and work of Susan Frackelton, the inventor and artist who designed and illustrated *Voices of Friends Concerning John Plankinton*, the one-of-a-kind, illuminated book that is one of the library's most precious rarities. A total of 30 people attended the program which was part of the Richard E. and Lucile Krug Rare Books Room Educational Series.

Author Visit. Robert Schlesinger visited Central Library on Saturday, September 13 to talk about his book *White House Ghosts*. Schlesinger spoke to 35 people about the important roles played by presidential speechwriters who served under FDR through George W. Bush. Harry W. Schwartz sold copies of his book, which he autographed following the talk. This presentation was part of the library's Get Political @ MPL series.

Wisconsin Writers Wall of Fame. Paula Kiely and Friends of the Library Vice-President Lois Blinkhorn inducted authors A. Manette Ansay and Margot Peters into the Wisconsin Writers Wall of Fame in a ceremony at Central Library on Saturday September 20. Supported by the Friends of MPL, the Wall of Fame honors those literary talents whose Wisconsin ties have influenced their works. While Ms. Ansay could not be present, Ms. Peters was honored with a reception in the Rare Books Room following the ceremony.

Milwaukee's Poet Laureate. Milwaukee's poet laureate Susan Firer presented "Contraptions", an evening event on Thursday, September 25 featuring poetry set to music, dance, and film. The Centennial Hall auditorium hosted 170 people, who enjoyed seven separate vignettes featuring choreographers and dancers, musicians, poets, and a DVD showing how the spoken word can and does come alive with artistic beauty and zeal.

Outreach/Partnerships

Wireless Registration at Community Events. Library card registration goes high tech! Using a laptop and wireless internet access, MPL staff conducted trial runs of 'live' library card registration at two separate community events in September. On September 8, in support of International Literacy Day activities at Milwaukee Achiever Literacy Services, MPL staff registered a total of 16 people. On September 18, visitors to City Hall stopped by the library table in the rotunda to learn about library services and 3 also registered for cards.

Back to School with a Library Card Campaign. The Back to School with a Library Card Campaign launched to coincide with the beginning of the school year for elementary students in MPS, Archdiocese of Milwaukee, and Lutheran Church-Missouri Synod schools.

Open House – Wisconsin Regional Library for the Blind & Physically Handicapped and Audio and Braille Literacy Enhancement, Inc. On Tuesday, September 23, 2008, the Wisconsin Regional Library for the Blind & Physically Handicapped (WRLBPH) and Audio and Braille Literacy Enhancement, Inc. (ABLE, Inc.) hosted a joint Open House of their areas on 4T at Central Library. WRLBPH staff and ABLE staff, volunteers, and board members engaged 175 visitors with tours, demonstrations, and Braille games and activities. Visitors included staff and students from the Wisconsin School for the Blind in Janesville. Highlights of the day included demonstrations of the new Library of Congress Digital Talking Book players and the Victor Reader Stream (a Library of Congress compatible commercial player), and the tours of WRLBPH and ABLE facilities. Partially as a result of the Open House, 23 new patrons were registered within the following week.

BizStarts Milwaukee. Paula Kiely, Joan Johnson and Chris Arkenberg attended the public launch of www.bizstartsmilwaukee.com at Discovery World on September 29. BizStarts Milwaukee is a regional effort to promote entrepreneurship and economic growth. MPL made significant contributions to the contents of the website. Library programs on patents and starting a small business are listed and a link to MPL's portal for Ask Away, the 24 hour a day online reference service is also included.

Exhibits

History of Milwaukee's Menomonee Valley. The Central Library's multi-case display on the Menomonee River Valley spurred an exciting partnership event with the Map Society of Wisconsin, headquartered at UWM Library's American Geographical Society. Historian John Gurda spoke about the history of the Valley at a public lecture held in the Central Library for the Society's first meeting this fall. 48 attendees enjoyed the presentation and learned about the Map Society and the Library's collections. The maps in the F.P.Z. Humanities Room were highlighted for this program.

Marketing

Mayor Tom Barrett chose Washington Park Library for his press conference on September 12 as he addressed the public on the impact of the Common Council not acting on or defeating his proposed fee increases for the 2009 budget. All four television outlets ran the press conference on their respective newscasts that evening.

Fiction selector Jacki Potratz was interviewed on WUWM's 89.7 FM "Lake Effect" program on Thursday, September 18 about her latest reads highlighting the "foodie" and restaurant industries. Titles included *My Last Meal: 50 Great Chefs and Their Final Meals* by Melanie Dunea and *Kitchen Confidential: Adventures in the Culinary Underbelly* by Anthony Bourdain.

Library Director Paula Kiely was interviewed by WITI Fox 6's Joanne Williams on September 23. Her questions centered on if people were using the library more during tough economic times, and if so, in what ways. Mandy Tuthill of Washington Park Library also was interviewed for the piece.

Children's Coordinator Kelly Hughbanks appeared on WTMJ's "The Morning Blend" talk show on September 30 to promote MPL's annual Harvest Fest celebrations at Central and several neighborhood libraries.

Early Learning Family Nights: WKKV V100.7 FM ran 30 second ads in September promoting these programs at Center Street and Martin Luther King libraries.

Milwaukee Magazine ran an article entitled "The Green Gang", a piece on how local governments are embracing green solutions and technologies. MPL Business Operations Manager Taj Schoening was interviewed on how the Washington Park Library was designed and built to be environmentally friendly and save energy dollars for the City.

The September *MetroParent* magazine ran a story on MPL's Back to School with a Library Card campaign. This issue also included a stand-alone Family Resource Guide, in which an ad was purchased to market MPL as a free, family fun destination all year long.

Kathryn Mlsna, former branch manager at Forest Home Library, was appointed Coordinator of Circulation and Security following the retirement of Sue Knorr in early August. The September 8 *Milwaukee Journal Sentinel's* New Faces, New Places column included her appointment.

Ads promoting author Robert Schlesinger's September 13 visit to MPL to talk about his book *White House Ghosts* were donated by MPL Foundation member Chris Bauer, and ran in the *Milwaukee Journal Sentinel*.

The September 25 edition of the *Shepherd Express* featured a story promoting poet laureate Susan Firer's "Contraptions" music-dance-poetry event held in MPL's Centennial Hall. The story by Aisha Motlani also mentioned author Robert Booth Fowler and his visit to MPL to talk about his book *Wisconsin Votes: An Electoral History*.

Harvest Fest ads ran in the September 26, 28 and 30 issues of the *Milwaukee Journal Sentinel*.

The *MJS*, *Shepherd Express*, *MetroParent* and City Channel 25 continue to feature MPL programs and events, especially children's programming, in their daily/weekly/monthly calendars. *MJS* also includes MPL programs periodically in the Cue Section's Express Lane, 24 Hours, and Life Lines columns.

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
August 2008 REVISED
PATRON COUNT

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	40,133	46,669	-14.01%	371,359	362,687	2.39%
Atkinson	9,575	9,884	-3.13%	73,513	71,762	2.44%
Bay View	14,364	16,320	-11.99%	112,749	119,160	-5.38%
Capitol	15,244	14,593	4.46%	117,970	116,334	1.41%
Center Street	10,626	11,925	-10.89%	88,566	82,988	6.72%
East	17,307	21,105	-18.00%	135,093	149,837	-9.84%
Forest Home	16,202	15,124	7.13%	108,893	106,965	1.80%
Martin Luther King	8,978	9,658	-7.04%	74,514	77,834	-4.27%
Mill Road	12,955	12,621	2.65%	104,862	102,769	2.04%
Mobile Library Van	258	338	-23.67%	2,442	2,580	-5.35%
Tippecanoe	9,892	10,527	-6.03%	84,824	90,011	-5.76%
Villard Avenue	8,220	8,690	-5.41%	65,328	63,951	2.15%
Washington Park	20,576	21,847	-5.82%	148,101	143,483	3.22%
Zablocki	17,272	18,279	-5.51%	147,067	149,310	-1.50%
Drive-In Traffic Count	2,132	2,546	-16.26%	17,552	19,892	-11.76%
TOTAL	203,734	220,126	-7.45%	1,652,833	1,659,563	-0.41%

Factors affecting statistics this month:

Increases:

Decreases:

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
September 2008
CIRCULATION

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	48,398	39,248	23.31%	433,238	423,722	2.25%
Atkinson	7,933	5,875	35.03%	66,569	56,538	17.74%
Bay View	21,961	19,152	14.67%	198,493	188,090	5.53%
Capitol	17,419	16,527	5.40%	164,417	160,873	2.20%
Center Street	5,533	5,071	9.11%	46,216	43,795	5.53%
East	21,344	20,286	5.22%	187,533	198,359	-5.46%
Forest Home	13,279	10,059	32.01%	117,504	100,537	16.88%
Martin Luther King	8,092	5,267	53.64%	61,992	50,509	22.73%
Mill Road	14,402	11,752	22.55%	125,913	119,704	5.19%
Mobile Library Van	3,388	3,188	6.27%	29,954	36,850	-18.71%
Tippecanoe	14,872	13,881	7.14%	141,170	138,067	2.25%
Villard Avenue	9,088	6,139	48.04%	69,169	61,262	12.91%
Washington Park	12,569	11,815	6.38%	109,351	108,600	0.69%
Zablocki	25,926	23,369	10.94%	243,960	241,109	1.18%
TOTAL	224,204	191,629	17.00%	1,995,479	1,928,015	3.50%

Factors affecting statistics this month:

Increases:

Library open 2 more days in 2008 than in 2007.

Challenged economy.

Merchandising collection / weeding / beginning collection inventory (East).

Media holds policy - more media titles available.

Many library programs.

Decreases:

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
September 2008
PATRON COUNT

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	41,322	39,242	5.30%	412,681	401,929	2.68%
Atkinson	8,945	8,350	7.13%	82,458	80,112	2.93%
Bay View	14,501	13,039	11.21%	127,250	132,199	-3.74%
Capitol	14,778	12,816	15.31%	132,748	129,150	2.79%
Center Street	11,511	13,093	-12.08%	100,077	96,081	4.16%
East	18,969	18,019	5.27%	154,062	167,856	-8.22%
Forest Home	13,894	13,169	5.51%	122,787	120,134	2.21%
Martin Luther King	9,429	8,296	13.66%	83,943	86,130	-2.54%
Mill Road	13,171	11,199	17.61%	118,033	113,968	3.57%
Mobile Library Van	320	223	43.50%	2,762	2,803	-1.46%
Tippecanoe	11,554	10,214	13.12%	96,378	100,225	-3.84%
Villard Avenue	9,369	7,453	25.71%	74,697	71,404	4.61%
Washington Park	22,707	18,175	24.94%	170,808	161,658	5.66%
Zablocki	18,225	17,159	6.21%	165,292	166,469	-0.71%
Drive-In Traffic Count	2,073	2,095	-1.05%	19,625	21,987	-10.74%
TOTAL	210,768	192,542	9.47%	1,863,601	1,852,105	0.62%

Factors affecting statistics this month:

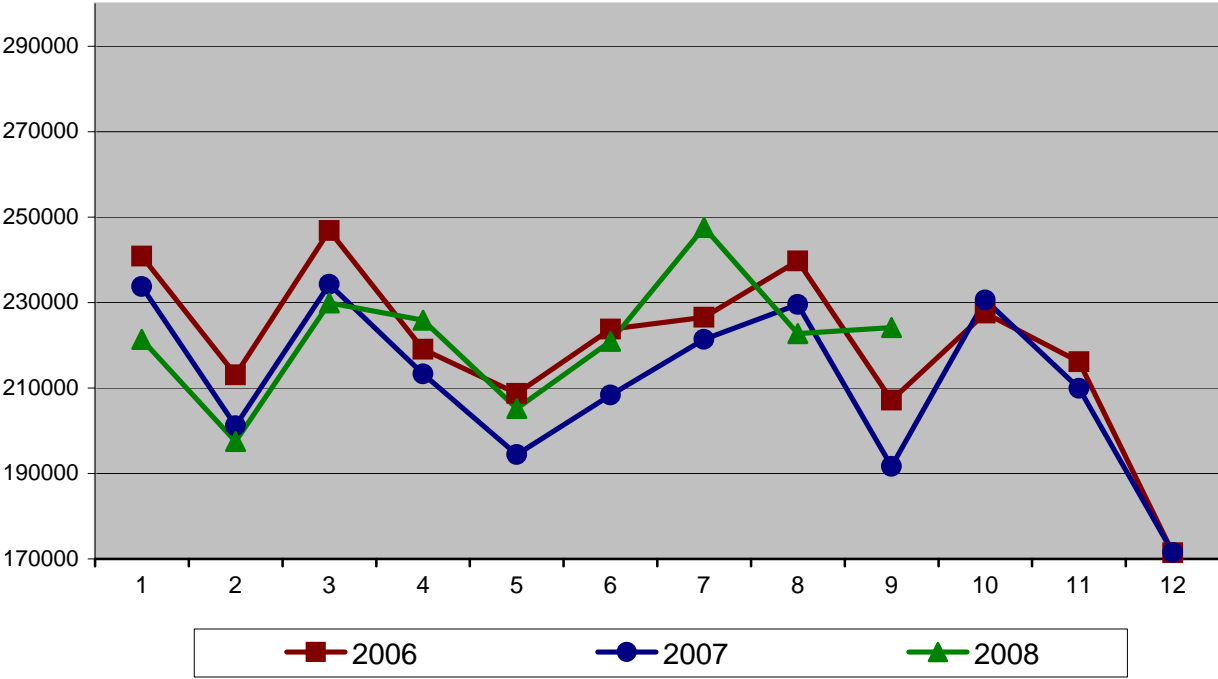
Increases:

Library open 2 more days in 2008 than in 2007.

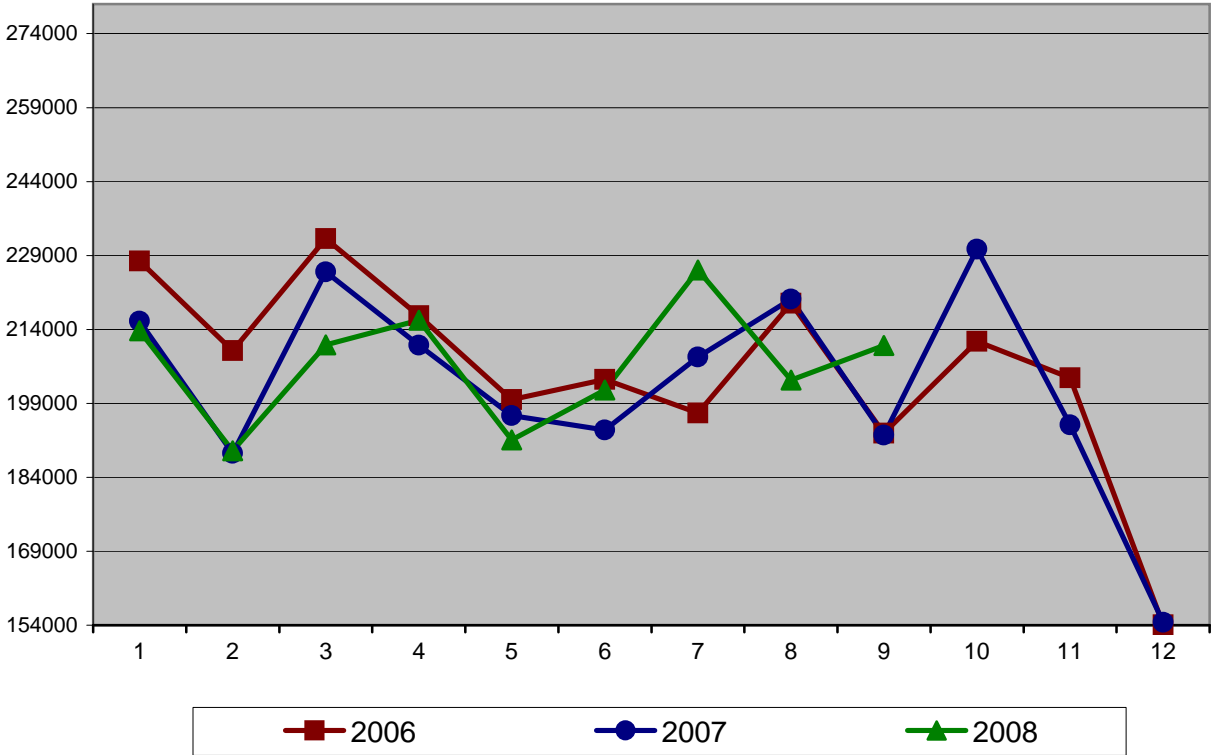
Many library programs.

Decreases:

**Milwaukee Public Library
Monthly Circulation Totals
2006 through September 2008**



**Milwaukee Public Library
Monthly Patron Totals
2006 Through September 2008**



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
September 2008**

Unique Visitors to the MPL Website¹						
September, 2007			September, 2008			Change
	30,154			29,946		-0.7%

Database Hits²						
September, 2007			September, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
6,599	2,959	3,640	7,625	2,546	5,025	15.5%

Milwaukee Patron Holds Placed Through CountyCat³						
September, 2007			September, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
42,537	10,335	32,202	33,049	7,754	25,295	-22.3%

Paging Slips⁴						
	September, 2008	September, 2007	Increase or	Year to Date	Year to Date	% Increase or Decrease
Central	8,923	11,764	-24.15%	73,747	114,973	-35.86%
Atkinson	1,027	1,206	-14.84%	7,872	11,061	-28.83%
Bay View	2,168	2,521	-14.00%	13,990	23,210	-39.72%
Capitol	2,103	2,004	4.94%	16,378	19,998	-18.10%
Center Street	1,134	1,039	9.14%	8,803	9,744	-9.66%
East	1,871	2,093	-10.61%	15,282	21,036	-27.35%
Forest Home	978	1,048	-6.68%	7,916	10,598	-25.31%
Martin Luther King	865	1,030	-16.02%	6,907	9,983	-30.81%
Mill Road	1,458	1,650	-11.64%	12,222	15,031	-18.69%
Mobile Library Services	506	457	10.72%	3,881	4,419	-12.17%
Tippecanoe	1,897	1,992	-4.77%	15,998	20,018	-20.08%
Villard Avenue	1,176	1,454	-19.12%	9,881	13,944	-29.14%
Washington Park	1,039	1,336	-22.23%	9,021	13,831	-34.78%
Zablocki	1,440	2,187	-34.16%	11,778	19,897	-40.81%
TOTAL	26,585	31,781	-16.35%	213,676	307,743	-30.57%

¹ The number of individuals who visited the MPL website one or more times.

² Database hits reflect how many times users clicked on one of 70 library databases from the library's website.

³ Holds can be placed either remotely or in a library. This number reflects the number of items placed on hold by Milwaukee patrons.

⁴ Number of requests received by Milwaukee Public Library from all Milwaukee County library card holders.

**MILWAUKEE PUBLIC LIBRARY
QUARTERLY COMPUTER USE REPORT**

Library Computer Use, in Hours, Third Quarter of 2008						
	Third Quarter			Year to Date		
	2007	2008	Change	2007	2008	Change
Central	29,597	30,042	1.5%	85,200	88,748	4.2%
Atkinson	8,573	8,353	-2.6%	24,076	23,808	-1.1%
Bay View	8,661	7,936	-8.4%	23,860	22,564	-5.4%
Capitol	8,231	10,300	25.1%	25,013	29,983	19.9%
Center Street	14,901	14,428	-3.2%	41,787	41,673	-0.3%
East	9,005	9,280	3.1%	24,370	26,385	8.3%
Forest Home	6,903	7,331	6.2%	22,940	22,494	-1.9%
Martin Luther King	6,430	5,994	-6.8%	19,135	17,601	-8.0%
Mill Road	9,015	10,217	13.3%	26,267	28,478	8.4%
Tippecanoe	5,058	4,586	-9.3%	14,620	14,513	-0.7%
Villard Avenue	4,556	4,713	3.4%	13,022	14,125	8.5%
Washington Park	12,800	13,188	3.0%	33,447	36,259	8.4%
Zablocki	8,080	8,525	5.5%	22,737	25,505	12.2%
Total	131,810	134,893	2.3%	376,474	392,136	4.2%

Monthly Public Computer Use

