



**CITY OF  
MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
AGENDA  
Wednesday December 17, 2008  
8:15 a.m.  
Central Library Meeting Room 1  
814 W. Wisconsin Ave.**



*Holiday Book Exchange  
& Board Photograph*

**PUBLIC COMMENT**

**APPROVAL OF MINUTES**

ACTION Attachment A  
Page 3

**OLD BUSINESS**

1. **Overdue Fines.** The Board will revisit increasing the basic fine from 10 cents to 15 cents per day.

ACTION Attachment B  
Page 16

2. **Media Holds Update.** Library Director Paula Kiely will provide an update on the media holds policy.

INFORMATION

**NEW BUSINESS**

3. **Resolution Honoring Kathy Williams for her Service on the Library Board.**  
A resolution will be presented by Board President David Riemer .

ACTION Attachment C  
Page 17

4. **ICMA – Public Library Innovation Grant.** Library Director Paula Kiely will seek approval to apply for and accept \$60,000 in grant funds from the International / City / County Management Association and provide an update on other recent grant activity.

ACTION Attachment D  
Page 19

5. **MPL Finance & Personnel Committee.** The committee will report out from the December 17, 2008 meeting on a project contract to develop an evaluation tool for the Ready to Read with Books2Go/Libros Para Llevar program.  

ACTION
  
6. **MPL Bylaws Committee.** The committee will report out from the December 16, 2008 meeting.  

INFORMATION
  
7. **Plan for 2010 Budget.** The Board will review the City of Milwaukee budget process and discuss strategies for planning the library's 2010 budget.  

INFORMATION Attachment E  
Page 20
  
8. **Holiday Book Exchange.** The annual holiday book exchange will take place.  

INFORMATION

**ADMINISTRATIVE REPORTS**

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

INFORMATION Attachment F  
Page 23
  
10. **Financial Report.** Library administration reports the financial activity for the month:  
U. S. Bank Certificate of Deposit #266055534 dated 11/03/08 and maturing 12/03/08 at a rate of 1.30%.....\$310,000.  

INFORMATION Attachment G  
Page 24
  
11. **Library Director's Reports.**  

INFORMATION Attachment H  
Page 25

**ADDITIONAL NEW BUSINESS**

**REMINDER:** *Next scheduled meetings are:*

***January 20 – Central Library Meeting Room 1 – 8:15 a.m.  
February 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  
Thursday November 20, 2008  
Central Library Meeting Room 1  
814 W. Wisconsin Ave.**

**PRESENT:** Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Ald. Nik Kovac,  
Joan Prince, David Riemer, Kathy Williams, Paula Kiely

**EXCUSED:** Ald. Milele Coggs, Dir. Charlene Hardin, Art Harrington, Marty Schreiber

**STAFF** Meg Diaz, Bruce Gay, Joan Johnson, William Lenski, Sandra Melcher,  
**PRESENT:** Taj Schoening, Crystal Sura, Paul Wilant

**OTHERS** Amy Hefter, Legislative Reference Bureau  
**PRESENT:** Jake Miller, Budget and Policy Division  
Leslie Silletti, Mayor's Office

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President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:15 a.m. on November 20, 2008 with a quorum present.

Trustees Kovac and Williams left at 9:00 a.m., Trustee Cook left at 9:10 a.m. at which time a quorum was lost. All action items were voted on with a quorum present.

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Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** None.

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**APPROVAL OF MINUTES** Trustee Gurda moved and Trustee Williams seconded a motion to approve the October 15, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

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**OLD BUSINESS**

1. **2009 Budget.** Director Kiely referred to the Year 2009 Adopted Budget Overview, attachment B, page 17 of the agenda. Hours will be reduced at all but three libraries. Nineteen positions will be eliminated. The materials budget is decreased by \$111,014 from 2008. Center Street Library will continue to be funded with CDBG funds. The Mayor has not yet signed the budget. Ms. Kiely noted that the library's initial budget allocation was -9% and the final budget is -3%. The continued decrease of funding for materials is a concern. The capital budget expenditures invest in the library's future and will create efficiencies. Technical Services Manager Bruce Gay is the manager for the RFID project and the Board will be given implementation progress reports.

Director Kiely revisited the media holds policy that was revised in January of 2008, which made all entertainment DVDs, videos and adult music CDs non-holdable. After negotiations, the Board agreed to support the Milwaukee County Federated Library System (MCFLS) proposal to set the maximum number of holds allowed per patron to 15 for all libraries and reinstate the retrieval of holds for all media items. Mayor Barrett

1. **2009 Budget.** (continued)

suggested that any reinstatement of service be deferred until the 2009 budget was final. Ms. Kiely stated that the 2009 staffing level would allow for reinstatement of the service at five libraries – Central, Center Street, Capitol, East and Bay View. Media items owned by the five libraries would be holdable. Other unique items owned by the other 8 libraries would also be made available. The Board agreed by consensus to further the negotiations of this partial restoration of the media holds service with MCFLS Board.

Informational item.

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2. **Courtesy Notices.** Director Kiely stated at the October 15, 2008 Board meeting, an announcement was made that automated email notices would be sent to patrons informing them that their materials are due back to the library. A question was raised as to how many patron records have email addresses attached to them. A correction from the number reported from 50% to 18% was noted.

Informational item.

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**NEW BUSINESS**

3. **2009 Milwaukee Public Library Schedule of Hours.** President Riemer referred to the 2009 Preferred Weekly Schedule, attachment C, page 18 of the agenda. Director Kiely explained that the reduction in library hours is a result of a reduction in staffing levels for 2009. Each library will have two fewer public service staff except for Center Street (CDBG funded), Bay View, Capitol and East. The Common Council restored funds to the 2009 budget which restored hours at three neighborhood libraries and saved six positions. A 2009 Weekly Schedule of Hours recommending Bay View, Capitol, and East Libraries as the three libraries that maintain their current hours was distributed and is attached at the end of these minutes. Trustee Gurda expressed his disappointment that library hours are again being reduced. Trustee Williams stated that considering the initial proposed budget submitted in May included closing four neighborhood libraries, reducing hours at Central, and cutting the materials budget, the community should celebrate. Ms. Kiely noted that the communications plan will positively reflect the fact the all libraries will remain open and will continue to provide quality library services in 2009. Trustee Kovac mentioned that this schedule reflects the Common Council's wishes to preserve positions and library hours. He suggested that a long-term solution be developed for the library's future. Trustee Prince moved approval of the MPL 2009 weekly schedule of hours. Trustee Hamilton seconded the motion. Trustee Cook asked President Riemer if the Board could have a month-by-month plan, working with the Common Council and the public, to move forward dealing with the 2010 budget. Trustee Hamilton reminded the Board that the MPL Strategic Plan completed in 2006 provides a vision that should guide the library's future. A suggestion was made to share the MPL Strategic Plan with the Common Council Community & Economic Development with updates on progress. The Board agreed to place the matter of the 2010 budget on the December 17, 2008 regular Board meeting. Director Kiely, along with President Riemer and the aldermanic trustees will meet with Common Council President Hines prior to the meeting to ascertain ideas on the future budgetary process and the responsibility of the Board of Trustees.

Motion passed.

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4. **MPL Finance & Personnel Committee.** President Riemer, as committee chair, reported that at this morning's meeting, Library administration requested withdrawal of \$144,000 from the MPL Trust Fund for materials, staff training, programming, marketing and contingency for 2009. The Finance and Personnel Committee recommends approval of this request to the full Board to allocate \$144,000 from the MPL Trust Fund. President Riemer stated that the policy is to try to maintain the Fund's corpus at no less than \$2.2 million, allowing for a \$200,000 annual distribution, however, the current economy does not make that possible. On a motion made by Trustee Gurda and seconded by Trustee Williams, the 2009 Trust Fund allocation request was accepted as recommended. The committee agenda and minutes are attached.

Motion passed.

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5. **MPL Bylaws Committee.** Committee Chair Joan Prince reported that the Bylaws Committee met on October 28, 2008. The November 14, 2008 Bylaws Committee meeting was canceled. Trustee Prince referred to October 28, 2008 Bylaws Committee meeting minutes, attachment D, page 21 of the agenda. Trustee Prince stated that library board bylaws must comply with all relevant statutes. The noted areas for review are: number of board meetings per year; public comment guidelines; voting by email; meeting via teleconference; president's role on committees; name and definition of committees; vice-president included on executive committee; any member voting at committee meetings; appointment of non-trustees to ad-hoc committees; addition of an ethics statement; and updating current titles. As the process proceeds, the Board will be given the suggested revisions to the bylaws for review with a final approval deadline of May 19, 2009.

Informational item.

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6. **MPL Strategy Committee.** Committee Chair David Riemer reported that the Strategy Committee met on November 18, 2008. Library data relating to budget details, city comparisons and funding options was reviewed. General recommendations on raising awareness of the library system and the variety of services offered to the community were made. President Riemer stated that long-term funding solutions and ideas to strengthen the system can be examined at the December 17, 2008 regular Board meeting along with the 2010 budget discussion. The November 18 Strategy Committee agenda and minutes are attached.

Informational item.

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7. **State of Wisconsin Department of Public Instruction.** Director Kiely reviewed attachment E, page 22 of the agenda packet, a letter from State Superintendent of Public Instruction Elizabeth Burmaster regarding the budget requests for the next biennium 2009-2010 and 2010-2011. The budget supports Wisconsin public library services.

Informational item.

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8. **Audubon Prints on Exhibit**. Assistant Library Director Joan Johnson reported that the Milwaukee Art Museum is hosting an exhibit titled “Catesby, Audubon, and the Discovery of a New World: Prints of the Flora and Fauna of America” on view December 18, 2008 through March 22, 2009. Seven of the fifty prints of the plants, birds, mammals, and reptiles of North America that will fill the gallery are owned by MPL. The prints were loaned from one of the library’s prized collections – John James Audubon’s “The Viviparous Quadrupeds of North America” dated from 1842 to 1854.

Informational item.

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9. **Urban Library Council (ULC)**. Trustee Joan Prince discussed her roll on this national board. The Urban Library Council has worked to strengthen public libraries as an essential part of urban life. There is a great participation in networks for library directors and senior managers to discuss issues and challenges facing public libraries today. Discussions have focused on important issues such as transportation, energy, education and housing. Trustee Prince stated that a Library Trustees group will be forming and she hopes to engage the MPL Board in those discussions. She added that the ULC is a strong organization to exchange strategic and innovative ideas with and she looks forward to participating on the council and will report back to the Board as necessary.

Informational item.

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10. **Holiday Book Exchange and Board Photograph**. Traditionally, Board members donate a book to the library at the December board meeting. A book suggestion list was distributed. Monetary gifts are also welcome.

The Board was reminded that the annual Board photograph will take place during the meeting.

Ms. Kiely stated that the library has received its new library cards and Mayor Barrett will be present for a photographic opportunity on December 17 to promote the new cards.

Informational item.

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11. **MPL Foundation Activities**. MPL Foundation Director Meg Diaz reported that the Foundation raised \$160,800 net profit in corporate and personal sponsorship through the Benjamin Franklin Award Dinner. The format was food station style which allowed for more flexibility with reservations. The Foundation Board chose to recognize three individuals who have been instrumental in guiding the library to its successes: Kathleen Huston, former city librarian; Chris Bauer, former member of the MPL Foundation Board and chairperson of the Central Renovation Campaign; and Lucile Krug, who provided funds for the construction of the Richard E. and Lucile Krug Rare Books Room. Ms. Diaz expressed her gratitude to the entire MPL staff who helped make the event a success. Recent gifts include \$30,000 from Rockwell Automation to support electronic resources and the Business, Technology and Periodicals Department. The Milwaukee Genealogical Society continues to support electronic resources for research. The Foundation Finance Committee met recently and discussed the Foundation’s role to support the library but acknowledged that a more conservative approach will be taken during the current economic difficulties.

Informational item.

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**ADMINISTRATIVE REPORTS**

12. **Personnel Actions.** Personnel actions, attachment G, page 24 of the agenda, were presented and reviewed. Ms. Kiely stated due to the reduced budget, six people will be laid off to the street. The Library Personnel Director is working with the Department of Employee Relations, the Union and other city departments to find positions that these individuals would be qualified for. Ms. Kiely acknowledged the personal difficulty experienced by the staff throughout the year and expressed her gratitude for support that the staff have shown her and each other.

Informational item.

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13. **Financial Report.** The Financial report, attachment H, page 26 of the agenda, was reviewed.

Informational item.

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14. **Library Director's Report.** The Library Director's Report, attachment I, page 27 of the agenda was presented. Ms. Kiely noted that library staff contributed over \$51,000 to the City's Combined Giving Campaign, giving thanks to campaign coordinators Kathryn Mlsna and Danielle Rodriquez.

Ms. Kiely also reported that the number of valid library cards held by children increased by over 4%. A future grant opportunity may capitalize on the Library Card Campaign, reaching adults as well as children.

The statistical reports were reviewed. Circulation and patron counts have increased. Ms. Kiely attributed the increase to the good work of the staff and the programs that are offered and suggested the current economy may also be a contributing factor.

Informational item.

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**ADDITIONAL NEW BUSINESS.** None.

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The Milwaukee Public Library Board of Trustees meeting of November 20, 2008 was adjourned at 9:33 a.m.

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**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

November 7, 2008

To: Finance and Personnel Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairman Marty Schreiber, Ald. Milele Coggs, Ald. Ashanti Hamilton,  
Kathy Williams and David Riemer  
Taj Schoening  
Bill Lenski

From: Paula A. Kiely  
Library Director

Re: Finance & Personnel Committee Meeting  
Thursday November 20, 2008  
**7:45-8:15 a.m.**  
Central Library, Meeting Room 1  
814 W. Wisconsin Ave.

**MEETING NOTICE AND AGENDA**

1. 2009 Disbursement from MPL Trust Fund. Approval is requested to disburse funds from the Milwaukee Public Library Trust Fund for materials, staff training, programming, marketing and contingency in 2009.

ACTION Attachment A  
Page 2-3

2. Other New Business.

*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.*

**Board of Trustees  
Milwaukee Public Library  
Trust Fund  
Investment Policy**

The Board of Trustees of Milwaukee Public Library is empowered and authorized by the State of Wisconsin Statutes, Chapter 43, to appoint one or more investment advisors to supervise and direct the investment and reinvestment of a portion or all of the assets of the Trust Fund.

Financial Objective

The Library's goal is to maintain the Trust Fund's corpus at no less than \$2.2 million (as of January 1, 2007), as annually adjusted for inflation. Consistent with this objective, the library shall seek to meet the following two target goals:

1. An annual distribution of approximately \$200,000 (2007 dollars), as annually adjusted for inflation.
2. Preservation of the Trust Fund's total value (estimated to be approximately \$2.5 million as of January 1, 2007), as annually adjusted for inflation.

The Library Board shall authorize an annual distribution from the Trust Fund for materials, programs, and other specified projects based upon the recommendation of the Library Director and its objective of meeting the target goals. Except in the most extraordinary circumstances, the annual distribution from the Trust Fund should not exceed \$200,000 (in 2007 dollars), adjusted annually for inflation, nor should it result in the corpus of the Trust Fund falling below its value of \$2.2 million (in 2007 dollars), adjusted annually for inflation.

Bequests to the Library may be added to the Trust Fund or used for other special purposes when recommended by the Library Director and approved by the Library Board of Trustees.

Investment Objectives

The investment objective of the Trust Fund is to maximize the return potential of a portfolio which balances the need for inflation adjusted long-term growth and regular distributions. Investments should incur only a reasonable and prudent level of risk, which is reflected in the target asset allocation.

On a three year moving basis, the Trust Fund will seek to achieve a total return in excess of the Lehman Brothers Aggregate Bond Index for its investment grade fixed income assets and returns in excess of appropriate equity benchmarks for each equity asset class included in the Trust Fund. Performance will be evaluated on a total return basis.

Asset Allocation Guidelines

The Trust Fund will be invested in no-load mutual funds. Diversification of investments and maturities will reduce risk while achieving return and spending objectives. Fixed income assets may only be invested in investment grade fixed income, including securities.

The Trust Fund will be invested to maintain a targeted balance of 60% equities and 40% fixed income. A small portion (5% or less) of the Trust Fund should be held in liquid or very short term fixed income securities. Higher allocations to cash may be allowed for short periods of time if approved by the Library Board of Trustees.

Trust Fund Performance

The Board of Trustees will review the performance of the Trust Fund quarterly. The precise fixed income asset allocation will be evaluated annually.

*Approved by the Milwaukee Public Library Board of Trustees May 16, 2007.*

## COMPARISON OF TRUST FUND FINANCIAL OBJECTIVES - 2009 DISTRIBUTION

### Maintain Corpus @ 2.2 Million, as established on May 16, 2007(adjusted for inflation)

\$ 2,248,400	
<u>93,533</u>	4.16% Inflation Adjustment
\$ 2,341,933	
\$ 2,033,171	10/31/08 Fund Balance
<u>(200,000)</u>	Allowable December, 2008 Disbursements
\$ 1,833,171	
\$ 1,833,171	
<u>(2,341,933)</u>	
\$ (508,762)	Available for Distribution

### Preservation of \$2.5 Million Total Value, as established on May 16, 2007(adjusted for inflation)

\$ 2,555,000	
<u>106,288</u>	4.16% Inflation Adjustment
\$ 2,661,288	
\$ 2,033,171	10/31/08 Fund Balance
<u>(200,000)</u>	Allowable December, 2008 Disbursements
\$ 1,833,171	
\$ 1,833,171	
<u>(2,661,288)</u>	
\$ (828,117)	Available for Distribution



**MILWAUKEE**  
**PUBLIC LIBRARY**

November 19, 2008

To: MPL Board Finance and Personnel Committee

Fr: Paula A. Kiely, Library Director

Re: **2009 Trust Fund Allocation Request**

Approval is requested to allocate funds for materials, staff training, adult/young adult and children's programming, marketing and contingency for 2009. Funding for the above comes mainly from the unrestricted portion of our trust fund with a small share of the allocation for materials coming from that portion which is restricted. As stated in the Milwaukee Public Library Board's Trust Fund Investment Policy, the Library's goal is to maintain the Trust Fund's corpus at no less than \$2.2 million (as of January 1, 2007), as annually adjusted for inflation. Consistent with this objective, the library shall seek to meet the following two target goals:

1. An annual distribution of approximately \$200,000 (2007 dollars), as annually adjusted for inflation.
2. Preservation of the Trust Fund's total value (estimated to be approximately \$2.5 million as of January 1, 2007), as annually adjusted for inflation.

We are requesting an allocation of \$144,000 from the Library Trust Fund for 2009. The market value of our portfolio as of October 31, 2008 was \$2,033,171.

- In 2008, \$200,000 was approved by the Board  
The year-end portfolio value as of November 30, 2007 was \$2,788,962.
- In 2007, \$176,000 was approved by the Board.  
The year-end portfolio value as of December 31, 2006 was \$2,567,349.
- In 2006, \$174,205 was approved by the Board.  
The year-end portfolio value as of December 31, 2005 was \$2,486,605.
- In 2005, \$229,000 was approved by the Board  
The year-end portfolio value as of December 31, 2004 was \$2,507,582.

Library staff recommends the following breakdown of the requested \$144,000 for 2009:

Library Materials	\$ 100,000
Training	5,000
Adult	3,000
Young Adult	4,500
Children	12,000
Marketing	19,000
Contingency	<u>500</u>

**Total allocation request: \$ 144,000**

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
FINANCE & PERSONNEL COMMITTEE  
MINUTES  
Thursday November 20, 2008  
Central Library  
Meeting Room 1**

**PRESENT:** Sharon Cook, John Gurda, David Riemer, Kathy Williams, Paula Kiely

**EXCUSED:** Ald. Milele Coggs, Ald. Ashanti Hamilton, Marty Schreiber

**STAFF**

**PRESENT:** Bill Lenski, Taj Schoening, Crystal Sura, Paul Wilant

**OTHERS** Jake Miller, Budget & Policy Division

**PRESENT:** Leslie Silletti, Mayor's Office

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In the absence of Committee Chair Marty Schreiber, the meeting of the Board of Trustees Finance & Personnel Committee was called to order by President David Riemer at 7:55 a.m. on Thursday November 20, 2008 with a quorum present.

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1. **2009 Disbursement from MPL Trust Fund.** Chair Riemer stated that the MPL Trust Fund Investment Policy states that except in extraordinary circumstances, the corpus of the Trust Fund should not fall below its value of \$2.2 million. The current economic conditions may be considered extraordinary circumstances. Ms. Kiely referred to the memo regarding the 2009 Trust Fund Allocation Request which was distributed at the meeting. Approval was requested to allocate \$144,000 from the MPL Trust Fund for materials, staff training, programming, marketing and contingency for 2009. Director Kiely stated that she discussed the request with the Fund manager, Mr. Kevin Moloney. Mr. Moloney advised that a withdrawal will come from the fixed income asset allocation. A motion was made by Trustee Williams to recommend to the full board, approval of the 2009 Trust Fund allocation request of \$144,000. Trustee Williams reviewed the allocation breakdown and stated that the request for materials is necessary to continue a quality Milwaukee Public Library system. Trustees Gurda and Cook seconded the motion. The 2009 Trust Fund Allocation Request memo is attached at the end of these minutes.

Motion passed.

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2. **Other New Business.** None.

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With no further business at hand, the meeting of the Library Board's Finance & Personnel Committee was adjourned at 8:05 a.m. on Thursday November 20, 2008.

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**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

November 4, 2008

To: Strategy Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairperson David Riemer, John Gurda, Ald. Ashanti Hamilton,  
Dir. Charlene Hardin, Art Harrington, Joan Prince  
Charles Sprague, MPL Foundation Board Member  
Greg Oberland, MPL Foundation Board Member  
Jake Miller, Budget & Policy Division  
Leslie Silletti, Mayor's Office  
Meg Diaz, MPL Foundation Director

Fm: Paula A. Kiely  
Library Director

Re: Strategy Committee Meeting  
Tuesday, November 18, 2008  
8:00-9:30 a.m.  
Central Library, Trustees Room – Administrative Office, 3<sup>rd</sup> Floor West

**MEETING NOTICE AND AGENDA**

1. Revised Committee Mission and Goals. The revised mission statement will be presented.  

INFORMATION
2. Data Review and Discussion. The materials sent to committee members will be reviewed and discussed along with next steps.  

INFORMATION
3. Other Business.

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make request 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  
STRATEGY COMMITTEE  
MINUTES  
Tuesday November 18, 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, Charles Sprague, MPL Foundation

**STAFF**

**PRESENT:** Meg Diaz, Crystal Sura

**OTHERS** Jake Miller, Budget and Policy Division

**PRESENT:** Leslie Silletti, Mayor's Office  
Greg Oberland, MPL Foundation

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Chair David Riemer called the MPL Board of Trustees Strategy Committee meeting to order at 8:10 a.m. on Tuesday November 18, 2008.

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1. **Revised Committee Mission and Goals.** The Milwaukee Public Library Board of Trustees Strategy Committee Mission statement was presented and accepted as follows: The Strategy Committee will explore long-term solutions and make recommendations to the MPL Board for strengthening the organization and improving the funding structure of the Milwaukee Public Library.  
Informational item.

2. **Data Review and Discussion.** Director Paula Kiely reviewed the data in the Strategy Committee binder which was issued to provide assistance during discussions. Related library information on physical inventory, budget details, city comparisons, funding options and community patterns, trends and opinions were shared.

Chair David Riemer made a general recommendation to increase awareness of the library system, noting that enhanced community awareness will support the fundraising efforts of the Friends of MPL and the MPL Foundation. Chair Riemer inquired about signage directing people to the libraries. Ms. Kiely responded that ten signs will be in place before 2009. She stated that there has been an attempt at the state legislative level to increase signage.

Chair Riemer suggested administration look into the use of library buildings in non-traditional ways such as leasing space and renting rooms.

He indicated that the library could benefit from a more aggressive approach in reaching donors through estate planning and naming rights.

Chair Riemer also made a recommendation to the Committee to further explore the idea of an opportunity on the State tax return to allow a voluntary contribution of dollars from an added payment to the library, using a check-off box.

These efforts will allow patrons to participate in giving, at all different levels, to support sustainable long-term revenue solutions for the library. The committee agreed that these strategies can contribute to a larger campaign to strengthen awareness and promotion of the Milwaukee Public Library. The MPL Strategic Plan and the Library Facilities Plan summary report will be distributed to the committee to aid in future discussions.

Informational item.

3. **Other Business.** The next Committee meeting will be held in January 2009.

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With no further business, the meeting of the Board's Building & Development Committee was adjourned at 9:40 a.m. on Tuesday November 18, 2008.

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MILWAUKEE  
PUBLIC LIBRARY

**2009  
Weekly Schedule of Hours<sup>1</sup>**

Approved by the Milwaukee Public Library Board of Trustees  
November 20, 2008

**Central Library<sup>2</sup>**

	54 Hours Weekly
Monday - Tuesday	9 a.m. – 7 p.m.
Wednesday - Saturday	9 a.m. – 5:30 p.m.

**Center Street Library**

	50 Hours Weekly
Monday - Tuesday	1 p.m. – 8:30 p.m.
Wednesday - Thursday	10 a.m. – 8:30 p.m.
Friday – Saturday	10 a.m. – 5 p.m.

**Bay View, Capitol, East Libraries**

	56 Hours Weekly
Monday - Thursday	10 a.m. – 8:30 p.m.
Friday - Saturday	10 a.m. – 5 p.m.

**Atkinson, Forest Home, Mill Road, Martin Luther King Jr., Tippecanoe, Villard, Washington Park and Zablocki Libraries**

	45 Hours Weekly
Monday - Wednesday	12:30 p.m. – 8:30 p.m.
Thursday - Saturday	10 a.m. – 5 p.m.

<sup>1</sup> Central Library, Capitol, and Zablocki open Sundays 1-5 p.m., October – May

<sup>2</sup> Drive-in: Monday & Tuesday 8 a.m. – 6 p.m.  
Wednesday - Friday 8 a.m. – 5 p.m.  
Saturday 9 a.m. – 5 p.m.



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

December 8, 2008

To: Milwaukee Public Library Board of Trustees  
From: Paula A. Kiely  
Re: Book Return and Overdue Fines

One of the Library's ongoing challenges is to provide the materials patrons need and want - when they want them. With popular items, we regularly buy more than one copy to better meet expected demand. However, with the ongoing cuts to the Library's material budget, it is less likely that we will be able to continue this practice at current levels.

Improvement in the safe and timely return of materials may help offset budget reductions to some extent, as every day a popular item is overdue, it is unavailable to another reader.

To encourage the more timely return of materials, the Library proposes to conduct an education campaign asking for patron cooperation. Another strategy would be to increase the overdue fine for general materials from 10 cents to 15 cents per day. This fine was last increased in 1997. The additional 5 cents will adjust the fine for 11 years of inflation, and would be another incentive for returning materials on time.

Recommendation: Increase overdue fines for general materials to 15 cents effective the first full week of May (5/4/2009) and conduct an education campaign to help reduce the number of days materials are overdue.



MILWAUKEE PUBLIC SCHOOLS

DIVISION OF TEACHING AND LEARNING

5225 W Vliet Street, Room 254

P.O. Box 2181

Milwaukee Wisconsin 53201-2181

Phone (414) 475-8252

Fax (414) 475-8457

December 9, 2008

Paula A. Kiely  
Library Director  
Milwaukee Public Library  
814 W. Wisconsin Ave  
Milwaukee WI 53233

Dear Ms. Kiely:

Please accept my resignation from the Milwaukee Public Library Board of Trustees effective at the close of business on December 19, 2008. This comes after five years of service, as the Milwaukee Public Schools' superintendent's representative to the MPL Board. Coinciding with this announcement is my retirement from Milwaukee Public Schools after 34 years of service.

I have been honored to serve on the MPL Board along with so many devoted individuals that have given their time and expertise to ensure community access to information, books, and resources. Another important aspect of this work has been to promote quality services through our public libraries. During my time on the Board I recall the development of the strategic plan, the reporting of technology use for ongoing review at Board meetings, and a very successful Big Read featuring *Their Eyes Were Watching God*, along with other noteworthy efforts.

As you work to ensure the viability and utility of the Milwaukee Public Library System for current and future generations, please know that a grateful public benefits immeasurably from the work that you do.

Best Wishes for the Future,

Kathy R. Williams  
Director of the Division of Teaching and Learning

Cc: William G. Andrekopoulos  
Tom Barrett, Mayor, City of Milwaukee

# ***WHEREAS,***

## **Kathy Williams**

*Has submitted her resignation as a member of the Board of Trustees of the Milwaukee Public Library; and*

*WHEREAS, Kathy Williams has served faithfully as designee of the Superintendent of the Milwaukee Public Schools since June 2004; and*

*WHEREAS, Kathy Williams is retiring from her position as Director of Teaching and Learning at Milwaukee Public Schools, a position in which she provided successful leadership in raising student achievement; and*

*WHEREAS, Kathy Williams served on the Library Services and Programs Committee since 2004, assuming the responsibilities as chair of the committee from 2007 to June 2008; and*

*WHEREAS, Kathy Williams also faithfully served on the Budget and Finance Committee since 2004 and, since June 2008 chaired the Library Building and Development Committee; and*

*WHEREAS, due to the rapidly changing nature of libraries, Kathy Williams charged members of the Building and Development Committee to contemplate the future of the library system and develop new methods of providing quality to service to patrons; and*

*WHEREAS, with her background in service to Milwaukee families, Kathy Williams has encouraged the trustees to keep in mind the particular needs of those neighborhood library patrons to whom free library services greatly impact their employment, education, and entertainment options;*

*NOW THEREFORE, BE IT HEREBY RESOLVED that members of the Board of Trustees of the Milwaukee Public Library express their deepest appreciation to Kathy Williams for her service to the library and to the people of Milwaukee; and*

*FURTHERMORE, BE IT RESOLVED that a copy of this resolution, suitably inscribed, be presented to Kathy Williams and that a copy hereof be spread upon the minutes of this regular meeting of the Board of Trustees held on December 17, 2008.*

*Done in regular meeting assembled at Milwaukee, Wisconsin  
this 17th day of December, 2008.*



**MILWAUKEE**  
**PUBLIC LIBRARY**

**MEMORANDUM**

December 9, 2008

To: Milwaukee Public Library Board of Trustees  
Fr: Paula A. Kiely  
Re: Request to Apply for a Public Library Innovation Grant

Approval is sought to apply for a grant from the International City/County Management Association (ICMA) as part of their Public Library Innovation Grant initiative. Successful projects will be 18 months in length and will focus on using the public library to address community priorities and issues. Libraries are eligible to apply for grants between \$20,000 and \$60,000.

Milwaukee Public Library's proposed project, *Read, Write, Learn, and Play@Your Library* will address the issues of literacy and academic performance in one Milwaukee neighborhood. The project expands upon the Library's successful Books2Go initiative by reaching out to an older demographic, children in K-4 – 3<sup>rd</sup> grade. Outreach to teachers and parents will emphasize reading as an important and fun activity that will increase the success of their students and children in school and throughout their lives. Working with the Mayor's Office, the Common Council, the Library Board of Trustees, and other partners, the Library will deliver books to families at schools, grocery stores, Laundromats and other locations frequented by families. Marketing will reinforce and enhance the message.

This project will serve the Forest Home Library service area and will result in a prototype that can be replicated at other libraries in the MPL system.

The Mayor's Office has offered their support of the project and the Mayor will play a prominent role in promoting the importance of reading, getting a library card, and using the Library.

I ask for your approval to apply for \$60,000 to implement this project.

C: Sandra Melcher, Library Deputy Director  
Joan Johnson, Library Assistant Director  
Kelly Highbanks, Youth & Community Outreach Services Coordinator

**MILWAUKEE PUBLIC LIBRARY**  
**Year 2009 Budget Overview - FINAL**

<b>OPERATING BUDGET</b>	<b>2008 Adopted Budget</b>	<b>2009 Adopted Budget</b>	<b>Change from 2008 to 2009</b>
Salaries and Wages	\$12,986,992	\$12,566,216	(\$420,776) -3%
Fringe Benefits	5,324,656	5,152,148	(172,508) -3%
Supplies and Materials	499,804	515,187	15,383 3%
Rental and Services	986,075	1,029,275	43,200 4%
Energy	748,800	758,338	9,538 1%
Equipment	227,297	218,849	(8,448) -4%
Books and Materials	1,682,024	1,571,010	(111,014) -7%
<b>TOTAL</b>	<b>\$22,455,648</b>	<b>\$21,811,023</b>	<b>(\$644,625) -3%</b>
<b>TOTAL less Fringe Benefits</b>	<b>\$17,130,992</b>	<b>\$16,658,875</b>	<b>(\$472,117) -3%</b>

SUMMARY

1. Salaries budgeted at 2006 rates (for non-management) with step increases.
2. Central Library hours cut from 60 to 54 per week.
3. Three neighborhood libraries hours remain at 2008 levels, eight cut to 45 hours per week.
4. Net loss of 19 positions. (- 26 operating; +1 grant funded; + 6 auxiliary)
5. Materials budget is decreased by \$111,014 from 2008 and \$215,812 from 2007.
6. Center Street Library will be funded with CDBG, except fringe benefits will be paid by city funds.
7. The 2009 budget includes \$4,144,000 for capital expenditures:
  - \$2,000,000 for first phase of RFID Project.
  - \$1,144,000 for Central Library roof, media room and building upgrades.
  - \$1,000,000 for the Villard Square Project.

Note: Actual equipment expenditures in 2009 will be reduced to cover a shortage in the energy budget.

## Library Budget 2010 Planner

	City of Milwaukee	Milwaukee Public Library				
		Objective/ Goal	Strategy/ Task	Responsibility	Notes	Due Date
<b>2008 December</b>	Meet with Board	Discuss outlook for 2010 budget	Meet with President Hines	Paula	Meeting scheduled	12-12-08
<b>2009 January</b>		Determine Board role in budget process	Discuss with Mayor	Paula	Contacted Mayor's office	01-31-09
<b>February</b>						
<b>March</b>	Budget materials distributed to departments	Finalize budget options and submit request				
<b>April</b>	Budget Process Briefing Session	Finalize budget options and submit request continued				
<b>May</b>	2010 budget request due from departments to Budget Office	Finalize budget options and submit request continued				05-05-09

## Library Budget 2010 Planner

<b>June</b>	Meeting with Department Heads and Budget Director to discuss capital and operations & maintenance requests and planning scenarios					
<b>July</b>	Mayor Public Hearing on the 2010 Requested Budget					
<b>August</b>	Follow-up meetings with Department Heads, Budget Director, and Mayor	Prepare for meeting with Alderpersons	Schedule meetings	Crystal		
<b>September</b>	Mayor presents 2010 Proposed Executive Budget to the Common Council	Prepare for meeting with Alderpersons Prepare for Finance & Personnel hearing	Develop handouts Prepare remarks/ presentation	Paula Paula		
<b>October</b>	Finance & Personnel Committee Hearing on the 2010 Budget Joint Public Hearing Budget Amendment Days					
<b>November</b>	Budget Adoption					
<b>December</b>						

MILWAUKEE PUBLIC LIBRARY SYSTEM  
PERSONNEL ACTIONS

COVERING PERIOD: November 02, 2008 through November 29, 2008

The Secretary reports the following personnel actions:

PROMOTION/TRANSFER

Heather Bailey - Library Circulation Assistant I - East 11/16/08  
TO: Library Circulation Assistant II - Circulation

Rebecca Schweisberger - Library Circulation Assistant I - Zablocki 11/16/08  
TO: Office Assistant I - Library f/t Blind & Physically Handicapped

LEAVE OF ABSENCE 24.0 or more hours.

Thomas Flynn - Library Circulation Assistant I - East 55.6 hours 11/04/08

Raphael Jones - Custodial Worker II CL - East 80.0 hours 11/02/08

Rose Laack - Library Technician II - Technical Services 44.6 hours 11/04/08

SUSPENSION

Rose Laack - Library Technician II - Technical Services - 1 day 11/25/08

EXPIRATION OF TEMPORARY APPOINTMENT

Jean Straub - Librarian III - Subject Services 11/26/08

RESIGNATION

Justin Balton - Library Circulation Aide - Circulation 11/29/08

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

REVENUES	2008			2007		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
<b>CITY</b>						
Fines	\$360,000		\$353,981	\$361,000		\$323,777
Lost Materials ,etc.	143,400		112,780	137,700		111,678
MCFLS Contracts	912,487		688,393	1,396,715		1,051,898
Additional City Appropriation	21,168,827		20,049,576	21,374,495		18,243,512
Total City Revenue	<u>\$22,584,714</u>	91%	<u>\$21,204,730</u>	<u>\$23,269,910</u>	91%	<u>\$19,730,865</u>
<b>CONTRACT GRANTS</b>						
Center Street	\$492,774		\$418,384	\$498,461		\$410,169
LBPH	921,200		373,941	916,824		328,682
ILS	92,650		36,522	78,250		27,980
Total Contract Grant Revenue	<u>\$1,506,624</u>	6%	<u>\$828,847</u>	<u>\$1,493,535</u>	6%	<u>\$766,831</u>
<b>FOUNDATION FUNDS</b>						
	\$598,545	2%	\$400,751	\$635,971	2%	\$348,875
<b>TRUST FUND</b>						
	\$200,000	1%	\$180,763	\$176,000	1%	\$148,725
<b>TOTAL REVENUES</b>	<u><u>\$24,889,883</u></u>	100%	<u><u>\$22,615,091</u></u>	<u><u>\$25,575,416</u></u>	100%	<u><u>\$20,995,296</u></u>

EXPENSES	2008			2007		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
<b>CITY</b>						
Salaries	\$12,986,992		\$11,757,954	\$13,050,330		\$11,274,171
Fringe Benefits	5,324,656		5,797,377	5,397,139		4,788,717
Supplies and Services	2,276,293		1,731,294	2,318,204		1,913,916
Equipment (Computers,etc.)	314,749		294,052	217,415		98,152
Materials (Books, media, etc.)	1,682,024		1,624,053	1,786,822		1,655,909
Reciprocal Borrowing	0		0	500,000		0
Total City Expenses	<u>\$22,584,714</u>	91%	<u>\$21,204,730</u>	<u>\$23,269,910</u>	91%	<u>\$19,730,865</u>
<b>CONTRACT GRANTS</b>						
Center Street	\$492,774		\$418,384	\$498,461		\$410,169
LBPH	921,200		373,941	916,824		328,682
ILS	92,650		36,522	78,250		27,980
Total Contract Grant Expenses	<u>\$1,506,624</u>	6%	<u>\$828,847</u>	<u>\$1,493,535</u>	6%	<u>\$766,831</u>
<b>FOUNDATION FUNDS</b>						
Materials	\$518,855		\$352,718	\$545,195		\$310,232
Programming	79,690		48,033	90,776		38,643
Total Foundation Expenses	<u>\$598,545</u>	2%	<u>\$400,751</u>	<u>\$635,971</u>	2%	<u>\$348,875</u>
<b>TRUST FUND</b>						
Materials	\$137,500		\$128,018	\$123,000		\$110,682
Programming	27,000		23,494	21,000		17,404
Training	9,000		6,835	8,000		7,764
Marketing	24,000		20,452	20,000		11,938
Contingency	2,500		1,964	4,000		937
Total Trust Fund Expenses	<u>\$200,000</u>	1%	<u>\$180,763</u>	<u>\$176,000</u>	1%	<u>\$148,725</u>
<b>TOTAL EXPENSES</b>	<u><u>\$24,889,883</u></u>	100%	<u><u>\$22,615,091</u></u>	<u><u>\$25,575,416</u></u>	100%	<u><u>\$20,995,296</u></u>

## Director's Report November 2008

The 2009 Budget Process closed with the Common Council sustaining a Mayoral veto of a 1% decrease to the Library's operating budget, adding back \$21,300. These funds will help cover property services and expected increases in energy costs.

I held two meetings with Library managers to discuss the impact of the 2009 budget on Library services and operations. Neighborhood Library managers will be responsible for implementing many of the changes that result from cuts in staff. Central Library Coordinators will also experience service and staffing changes. All managers will focus on serving the public, supporting the institution, and supporting staff. I also had a telephone meeting with Police Chief Flynn regarding the Library's security needs. He endorsed our strategy of creating a security manager position. The position should be filled in January.

### Exhibits

Maritime Disasters of the Great Lakes. Central Library's Humanities Department librarians have created a Maritime Disasters of the Great Lakes exhibit in their subject room. This exhibit, focusing on Great Lakes shipwrecks, showcases the Great Lakes Marine Collection and is presented with the Wisconsin Marine Historical Society (WMHS). The WMHS celebrates its 50<sup>th</sup> anniversary in 2009. Maritime Disasters also is timed to complement the Milwaukee Public Museum's *Titanic* exhibit and MPL's exhibit does include one case of *Titanic* information. Each month now through June 2009, the exhibit will feature a different "disaster", such as the *Edmund Fitzgerald*, the *Lady Elgin*, and the *Rouse Simmons* (perhaps better known as the Christmas Tree Ship). To kick off the Maritime Disasters exhibit, the program "Making History Come Alive: The Story of the Schooner *Cornelia B. Windiate*" was held on November 1, which included a behind-the-scenes tour of the Great Lakes Marine Collection.

Heroes in My Neighborhood. Both Bay View and East libraries are hosting a Heroes in My Neighborhood exhibit now through December 12. The exhibit is part of the Milwaukee Safe Streets Initiative, a project sponsored by the Restorative Justice Initiative through Marquette University's Law School. Heroes is made up of artwork and essays created by Milwaukee-area children acknowledging and honoring their local heroes.

### Events

House History Program. This popular MPL program, presented semi-annually, was again held on November 1 at Central Library, where 43 people learned how to find and use helpful resources to research not only the bricks and mortar aspects of their homes, but to learn more about the cultural and social history of their neighborhoods as well.

Author Visit - Faythe Levine. Gallery owner and artist Faythe Levine gave a presentation in Centennial Hall on her book *Handmade Nation: The Rise of D.I.Y., Art, Craft and Design* on November 8. Seventeen people attended this event.

Author Visit - David Macaulay. This well-known author of the popular book *The Way Things Work*, presented his new book *The Way We Work: Getting to Know the Amazing Human Body* on November 15 in Centennial Hall to an audience of 70 people. This event was in partnership with Harry W. Schwartz Bookshops.

Make It Your Business at MPL. Central Library Business & Technology staff members continue to provide information through short courses such as Patents 101 and Starting a Small Business. In addition, MPL partners with UWM's School of Continuing Education Small Business Development Center to present the Exploring Entrepreneurship course.

## **Grants**

Get Smart About Credit Day. Another component of MPL's Smart Investing @ Your Library grant and a partnership with the Consumer Credit Counseling Service of Greater Milwaukee, was held for a second time at Martin Luther King Library on November 19. Four people attended, and with a smaller group, more one-on-one, direct assistance was possible with the participants.

FINRA Investor Education Foundation Grant. MPL's Business, Science and Periodicals department is just beyond the mid-point of administering the FINRA Investor Education Foundation grant which concludes August, 2009. The grant serves the investor education needs of library patrons in the Milwaukee area. Much has been accomplished during the first semester, which includes enhancements to the webpage and collections in the areas of personal finance and investing; staff training on the same topics; credit counseling programs for the public provided by grant partners Consumer Credit Counseling Service; participation in the statewide Money Smart Week, held annually in October, which included a printed Resource Guide; and most recently the development of three webcasts presenting FINRA's investor education training modules featuring "talent" reflective of Milwaukee's diverse population. The webcasts will air on cable TV, the MPL website and will be added to the circulating collection in DVD format. Upcoming are plans to translate FINRA training modules into Spanish, and further development of partnerships, such as the Wisconsin Women's Business Initiative Corporation (WWBIC), to present more investor education programs in the libraries and at community centers.

Pride and Passion. MPL was awarded a Pride and Passion award to host the traveling Negro Leagues Baseball exhibit in Summer 2009. An article on this award ran in the November 20 [www.jsonline.com](http://www.jsonline.com) edition of the newspaper, and also appeared in print on November 21. Since that time, several news outlets and a community group have expressed interest in covering this exhibit, including the Associated Press, WTMJ TV Channel 4, WUWM FM 89.7, CBS Channel 58 and the Safe and Sound program.

## **Staff**

Third Thursday Staff Recognition Ceremony. Director Paula Kiely honored staff with pins and certificates for years of service at the Staff Recognition Ceremony on November 13. Honored were:

5 years – Britany Buechel, Carl Chopp, Maria Garcia, William Lerand, Jason Riess, Daniel Stupar

10 years – Brian Boyle, Amy Griebenow, Andar Jones, Rose Laack, Gwendolyn Long, Taj Schoening, Ahnong Vang

15 years – Stacy Keppler

20 years – Acklen Banks, Cami Benham

25 years – James Brackinridge, Patricia Jackson, Anna Walls

30 years – Christine Kleppe, Susan Love

35 years – Linda Szweda

40 years – Paula Dorsey

45 years – Marion Kusnick

## **Marketing**

### MPL on the Air!

WISN TV Channel 12 (anchor Mike Miller) taped briefly at Central Library on November 6 for their story previewing the Common Council's 2009 budget deliberations for November 7.

Acquisitions librarian Tom Olson was interviewed on WUWM FM 89.7's "Lake Effect" program on his picks for humorous books. The interview aired on November 20.

Deputy Library Director Sandra Melcher was interviewed by Kristen Durst, Wisconsin Public Radio, on how the economic downturn has affected library usage. The piece ran on WHAD 90.7 FM on November 28.

Children's Coordinator Kelly Highbanks appeared on WTMJ's "The Morning Blend" talk show on November 12 to promote children's books as gift ideas for the upcoming holidays and author David Macaulay's visit. She also plugged the Friends used book sale on November 15.

Early Learning Family Nights: WKKV V100.7 FM ran 30 second ads in November promoting these programs at Center Street and Martin Luther King libraries. This is the last set of promo ads that will air in 2008.

### Read All About It!

Library Director Paula Kiely gave an interview to the *Bay View Compass* on how MPL would be affected by the 2009 City budget, still to be finalized by the Common Council. The piece ran in the November 2008 issue before the Council voted on the budget on November 7. Trustee Alderman Kovac was also quoted.

The *Milwaukee Journal Sentinel* reported on the Common Council's 2009 budget deliberations in a story on November 8. However, while the story correctly stated that all libraries would remain open, the statement that the hours of operation would remain the same was not accurate. A correction ran in the *MJS* the next week.

Milwaukee Downtown Business District #21 featured MPL in two of its publications in November. The annual Milwaukee Holiday Lights Festival Guide included the children's programming "Saturdays at Central" schedule along with a few MPL photos of children and their families enjoying MPL. The 2006 Central Library holiday ornament may still be purchased for \$24.95.

The Milwaukee Downtown Collaborative Email Exchange (an electronic newsletter) included several MPL events for November, such as the two author visits mentioned above, Central's book club group, business courses, and Saturdays at Central.

The recent OCLC CONTENTdm online "collection of collections" featured MPL's historic digital photos collection.

The *Councilor Online* newsletter, published by the Library Council of Southeastern Wisconsin, Inc., included news from and events at MPL.

The *MJS*, *Shepherd Express*, *MetroParent*, [www.milwaukeeemoms.com](http://www.milwaukeeemoms.com), 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**  
**November 2008**  
**CIRCULATION**

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	50,314	46,059	9.24%	535,769	518,431	3.34%
Atkinson	7,106	5,858	21.30%	82,521	69,619	18.53%
Bay View	22,140	20,501	7.99%	243,450	230,106	5.80%
Capitol	16,152	17,883	-9.68%	199,416	198,737	0.34%
Center Street	5,629	5,475	2.81%	58,430	55,399	5.47%
East	19,533	20,833	-6.24%	229,017	241,176	-5.04%
Forest Home	13,509	11,792	14.56%	146,195	125,644	16.36%
Martin Luther King	8,290	6,240	32.85%	79,056	64,006	23.51%
Mill Road	12,937	12,342	4.82%	154,016	146,396	5.21%
Mobile Library Van	2,251	3,344	-32.69%	35,603	44,029	-19.14%
Tippecanoe	15,101	15,485	-2.48%	171,935	170,459	0.87%
Villard Avenue	8,383	6,923	21.09%	87,328	76,002	14.90%
Washington Park	11,099	11,522	-3.67%	134,205	133,706	0.37%
Zablocki	24,850	25,660	-3.16%	297,049	294,859	0.74%
<b>TOTAL</b>	<b>217,294</b>	<b>209,917</b>	<b>3.51%</b>	<b>2,453,990</b>	<b>2,368,569</b>	<b>3.61%</b>

**Factors affecting statistics this month:**

**Increases:**

Central - Double-digit increases in the circulation of adult CDs & DVDs at Central.

November 4th election.

Poor economy.

Strong collection development and maintenance initiatives.

**Decreases:**

Open 1 less day in November 2008.

Mobile Library Van - fewer sites served in 2008 due to reorganization of services.

**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**November 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	47,355	45,749	3.51%	514,225	498,025	3.25%
Atkinson	9,405	7,787	20.78%	102,181	98,210	4.04%
Bay View	13,968	13,189	5.91%	156,500	161,394	-3.03%
Capitol	13,851	13,373	3.57%	162,851	158,522	2.73%
Center Street	12,306	12,176	1.07%	126,367	122,567	3.10%
East	15,003	17,261	-13.08%	186,220	203,685	-8.57%
Forest Home	14,747	12,261	20.28%	154,041	147,873	4.17%
Martin Luther King	10,271	8,019	28.08%	104,721	104,251	0.45%
Mill Road	11,273	11,149	1.11%	143,124	138,458	3.37%
Mobile Library Van	205	272	-24.63%	3,350	3,401	-1.50%
Tippecanoe	12,844	10,602	21.15%	122,294	122,878	-0.48%
Villard Avenue	8,694	6,847	26.98%	93,345	86,960	7.34%
Washington Park	17,695	16,396	7.92%	210,687	200,234	5.22%
Zablocki	13,323	17,194	-22.51%	199,571	203,668	-2.01%
Drive-In Traffic Count	1,987	2,371	-16.20%	19,625	21,987	-10.74%
<b>TOTAL</b>	<b>202,927</b>	<b>194,646</b>	<b>4.25%</b>	<b>2,299,102</b>	<b>2,272,113</b>	<b>1.19%</b>

**Factors affecting statistics this month:**

**Increases:**

November 4th election.

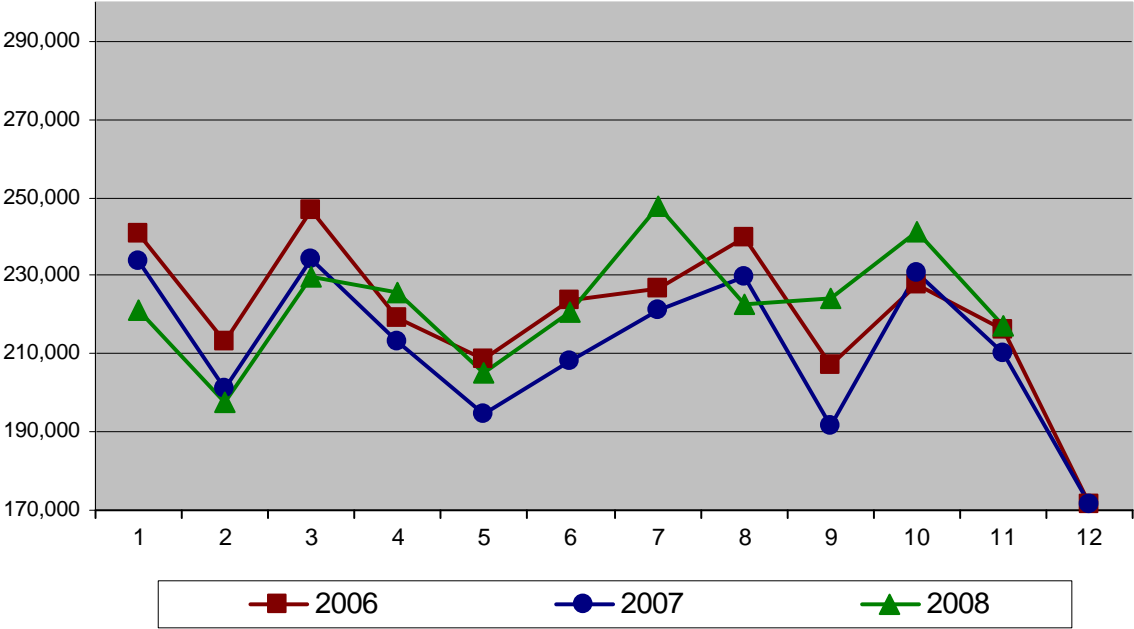
**Decreases:**

Open 1 less day in November 2008.

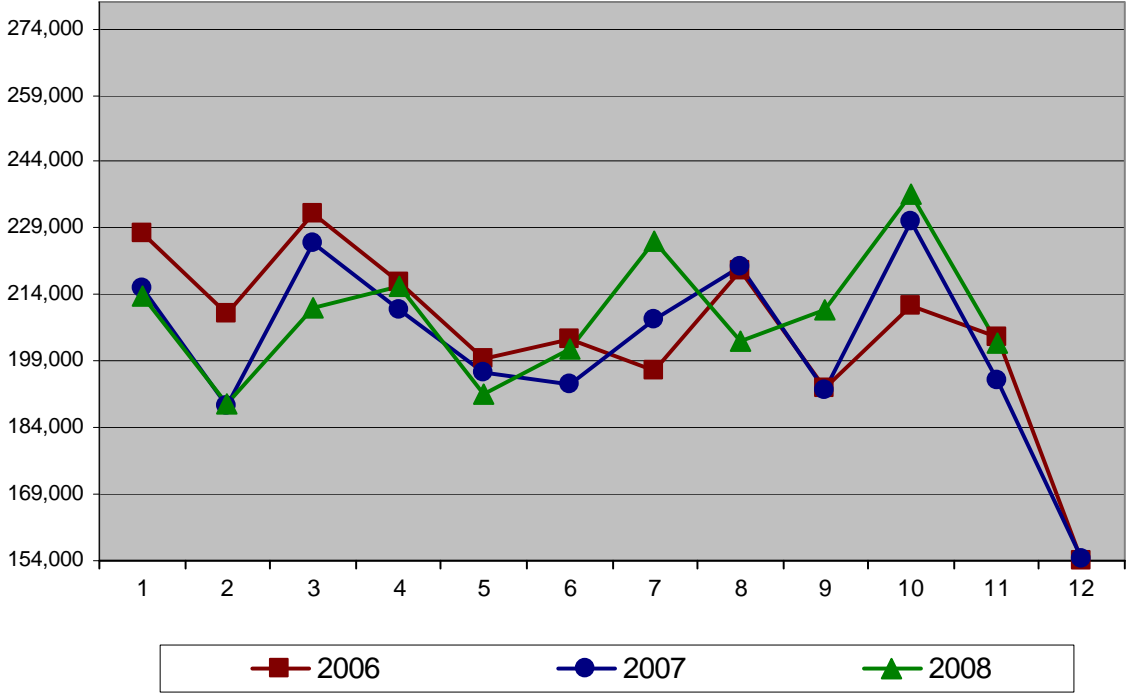
Mobile Library Van - fewer sites served in 2008 due to reorganization of services.

Drive-In Traffic - reduction in holds picked up at drive-in due to change in media holds policy.

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



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



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

Unique Visitors to the MPL Website <sup>1</sup>						
November, 2007			November, 2008			Change
	30,401			30,610		0.7%

Database Hits <sup>2</sup>						
November, 2007			November, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
6,292	2,590	3,702	6,033	2,038	3,995	-4.1%

Milwaukee Patron Holds Placed Through CountyCat <sup>3</sup>						
November, 2007			November, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
45,341	10,560	34,781	32,226	7,427	24,799	-40.7%

Paging Slips <sup>4</sup>						
	November, 2008	November, 2007	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	7,331	12,414	-40.95%	89,523	141,546	-36.75%
Atkinson	881	1,254	-29.74%	9,717	13,746	-29.31%
Bay View	1,265	2,627	-51.85%	16,774	28,846	-41.85%
Capitol	1,812	2,194	-17.41%	20,268	24,597	-17.60%
Center Street	425	1,072	-60.35%	9,768	11,984	-18.49%
East	1,735	2,192	-20.85%	18,859	25,754	-26.77%
Forest Home	887	1,175	-24.51%	9,786	13,061	-25.07%
Martin Luther King	809	1,212	-33.25%	8,556	12,527	-31.70%
Mill Road	1,328	1,702	-21.97%	14,974	18,497	-19.05%
Mobile Library Services	417	472	-11.65%	4,758	5,471	-13.03%
Tippecanoe	1,696	2,256	-24.82%	19,580	24,724	-20.81%
Villard Avenue	1,065	1,462	-27.15%	12,145	17,128	-29.09%
Washington Park	937	1,477	-36.56%	11,066	17,020	-34.98%
Zablocki	1,372	2,078	-33.97%	14,489	24,383	-40.58%
<b>TOTAL</b>	<b>21,960</b>	<b>33,587</b>	<b>-34.62%</b>	<b>260,263</b>	<b>379,284</b>	<b>-31.38%</b>

<sup>1</sup> The number of individuals who visited the MPL website one or more times.

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

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

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