

**CITY OF  
MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
AGENDA  
Wednesday, March 19, 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. Media Holds Task Force Meeting. Library Director Paula Kiely will provide an update and seek approval of a recommendation by the Task Force.  

ACTION
  
2. Statement Concerning Public Library System Effectiveness. Approval is requested for a statement concerning Public Library System Effectiveness as required by Wisconsin Statutes.  

ACTION
  
3. Facilities Planning Update. Library Director will report on the All-Staff Meeting and the next steps in the planning process.  

INFORMATION

**NEW BUSINESS**

4. 2009 Budget Outlook. Library administration will provide preliminary information on the 2009 library budget.  

INFORMATION
  
5. Security. Director of Neighborhood Libraries Sandra Melcher and Coordinator of Circulation and Security Sue Knorr will provide a semi-annual report on security matters.  

INFORMATION
  
6. MPL Foundation Activities. MPL Foundation Director Meg Diaz will report on Foundation activities.  

INFORMATION

## **ADMINISTRATIVE REPORTS**

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

INFORMATION Attachment B  
Page 12

8. Financial Report. Library administration reports the financial activity for the month.

INFORMATION Attachment C  
Page 13

9. Library Director's Report.

INFORMATION Attachment D  
Page 15

## **ADDITIONAL NEW BUSINESS**

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

***April 16 – Zablocki Library Meeting Room – 8:15 a.m.***

***May 15 – Mill Road Library Meeting Room – 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 February 20, 2008  
Central Library Meeting Room 1  
814 W. Wisconsin Ave.**

**PRESENT:** Sharon Cook, Sup. Dan Devine, John Gurda, Joan Prince, David Riemer, Marty Schreiber, Paula Kiely

**EXCUSED:** Ald. Mike D'Amato, Ald. Ashanti Hamilton, Charlene Hardin, Art Harrington, Kathy Williams, Ald. Terry Witkowski

**STAFF** Leslie Coleman, Meg Diaz, Bruce Gay, Kelly Hughbanks, Joan Johnson,  
**PRESENT:** Sue Knorr, Dawn Lauber, Sandra Melcher, Sandy Rusch Walton, Crystal Sura, Paul Wilant, Judy Zemke

**OTHERS** Amy Hefter, Legislative Reference Bureau  
**PRESENT:**

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President Joan Prince called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:25 a.m. on February 20, 2008 with a quorum present at 8:30 a.m. Trustee Schreiber left at 8:49 a.m. and President Prince left at 8:54 a.m.

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**PUBLIC COMMENT** Citizen Mary Glass stated her address (PO Box 510602, Milwaukee, WI 53203) and addressed the board. Ms. Glass expressed concerns about transparency and accountability of administrative staff and the MPL Board. Ms. Glass stated that she is the documenter for the June 2008 report on MPL for Campaign Neighborhood and is sharing comments with the Board prior to publication. In summary, Ms. Glass is concerned about rigidity, censorship, appearance of racism imbalance and double standards. Ms. Glass also expressed concern regarding responses to requests and general inquiries and the library's marketing and involvement with the "Making of Milwaukee" book. Her written comments are attached.

Library Director Paula Kiely introduced Leslie Coleman, Library Circulation Assistant II, assigned to the Registration Department at Central.

Ms. Kiely expressed gratitude to the twenty-eight library managers who volunteered to work at polling sites during the primary election on February 19 and to the managers who stayed in the library to help support service.

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**APPROVAL OF MINUTES** Trustee Gurda moved and Trustee Cook seconded a motion to approve the January 17, 2008 meeting minutes, shown as attachment A of the agenda packet. Motion passed.

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## OLD BUSINESS

1. **Media Holds Update.** Ms. Kiely referred to the letter dated January 18, 2008 sent to the Milwaukee County Federated Library System (MCFLS) Board President Paul Ziehler, attachment B, page 27 of the agenda. Ms. Kiely stated that at the January meeting, the MPL Board of Trustees asked that the City Attorney's legal opinion on the media holds policy be shared with the MCFLS Board with a letter recommending that a work group be formed to review loan issues and try to come up with some creative solutions. A letter from MCFLS attorney Mr. Graupner, dated January 23, 2008 is also included as part of attachment B. Mr. Graupner's letter is a response, disagreeing with the legal opinion of the City Attorney's office. At a recent MCFLS Board meeting, consent was given to establish a task force to consist of four voting members with Mr. Ziehler participating as an observer. A second item discussed during the meeting was the recommendation to provide technical support to MPL by creating nine new item types so the library catalog accurately reflects the change in media holds. The MCFLS Board did not approve the recommendation. The task force will try to meet prior to the next MCFLS Board meeting which is scheduled for March 17, 2008. Trustee Cook suggested keeping the Common Council apprised of this issue as it resulted from a budget decision.

Informational item.

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2. **E-Rate Contracts.** Technical Services Manager Bruce Gay stated that the Board gave library administration prior approval to award three E-rate contracts to improve the wide area network and bandwidth for library Internet service, and to replace all networking equipment. Contracts were awarded as noted in the memorandum dated February 7, 2008, attachment C, page 31 of the agenda. E-Rate grant approvals typically begin arriving in May.

Informational item.

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3. **Facilities Plan.** Ms. Kiely distributed a draft report titled Rethinking Library Facilities for the 21<sup>st</sup> Century: Big Ideas to Strengthen the Milwaukee Public Library. The report consists of recommendations from the Milwaukee Public Library Facilities Visioning Group. The group's discussions resulted in four big ideas that represent substantial innovations in library facilities in order to position MPL to serve the needs of Milwaukee residents in the 21<sup>st</sup> Century. The Big Ideas include: expanding partnerships and pursuing opportunities for co-location; redefining the library's service concept in relation to technology; becoming anchors of learning campuses in neighborhoods; and, enlisting partners to garner new resources to support libraries. For the purpose of gathering staff response to these ideas, the library will hold their first all-staff meeting on February 29. This will be an opportunity for staff to come together for a morning of information sharing, discussion and feedback concerning the Library's Facilities Plan. Staff will review the four big ideas and provide suggestions on what would have to change to implement these ideas. The staff recommendations, along with the visioning groups ideas, will be reported to the Library Board and used to develop a comprehensive facilities plan. Ms. Kiely

3. **Facilities Plan.** (continued) reminded the Board that there was a Special Subcommittee of the Board formed in 2003 after the Villard Avenue Library proposed closing. The committee investigated various library models to best serve the community and explored the idea of a regional library. Reports from that committee will also be reviewed during this planning process.

Informational item.

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#### **NEW BUSINESS**

4. **Statement Concerning Public Library System Effectiveness.** Ms. Kiely explained that as part of the public library annual report submitted to the Department of Public Instruction (DPI), Division for Libraries, Technology, and Community Learning, MPL gives an evaluation of the MCFLS. The Library Board must approve a statement indicating that the public library system either did or did not provide effective leadership and adequately meet the needs of the library and provide an explanation of the board's response. Due to Trustee Schreiber and President Prince leaving the meeting, a quorum was lost. Vice-President Reimer tabled this item until the next regular board meeting or a special board meeting, if found necessary due to DPI's report deadline. Ms. Kiely will confirm the deadline for filing this statement. Vice-President Reimer asked that Ms. Kiely inform the new members of the Board on acknowledging public comment. Public comment does become part of the library record and is handled at the discretion of the Board. Vice-President Reimer stated that the Board approved the forming of a committee to review the Board Bylaws at the January 17, 2008 meeting and suggested that the rule of public comment be included in the review.

Motion passed.

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5. **Accomplishments & Goals.** Ms. Kiely presented MPL 2007 Accomplishments / 2008 Goals, highlighting the expansion of the availability of computers and Virtual Library innovations such as the library blog and the MySpace page. Connecting to the community through programming continues to be a major goal for 2008. A library card committee is developing creative strategies to pursue new users and reengage others through a major card campaign. Trustee Cook suggested sending the list to Mayor Barrett, the Common Council, county supervisors and legislators with a cover letter acknowledging the staff and the Board and offering to provide additional information on any of the items. The memo dated February 20, 2008 is attached at the end of these minutes.

Informational item.

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6. **Share the Dream.** Coordinator of Youth Services Kelly Hughbanks referred to the Share the Dream report, attachment D, page 32 of the agenda. The library continued to connect community wide volunteers with school groups in all of the libraries. Fifty volunteers read to 2,549 children from 58 different schools sharing Dr. King's dream of peace and understanding. Also, Martin Luther King Library was open and hosted programs on MLK Day. Library staff volunteered to work with overtime pay on this holiday, making the opening possible. Over 400 patrons visited the library which is normally closed for the holiday.

Informational item.

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7. **Children's Programming.** Coordinator of Youth Services Kelly Hughbanks presented an update on the 2007 Ready to Read with Books2Go program as summarized in attachment E, page 33 of the agenda. Ms. Hughbanks stated that new promotional pieces incorporating the old Book2Go logo with the new Ready to Read logo have been published and are being distributed to new parents and childcare providers that visit libraries. The library also provides free training sessions and workshops for childcare teachers and families, promoting the six early literacy skills. Outreach to families continues with a new Library Services and Technology Act (LSTA) grant for \$48,000 that will target Center Street and Martin Luther King Libraries. Funds will allow the purchase of materials and comfortable reading furniture to promote story time. Each location will also sponsor weekly "Family Night" programs.

Informational item.

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8. **MPL Foundation Activities.** MPL Foundation Director Meg Diaz stated that she looks forward to seeing the Trustees at the reception for the three library boards on March 11. The reception will be an opportunity to meet other members of the MPL Foundation Board, MPL Board of Trustees and Friends of MPL Board of Directors to celebrate and share their accomplishments.
- Save the date for the Friends Spring Literary Luncheon on Monday May 19 at the Wisconsin Club. Award-winning author Louise Erdrich will be the featured guest. Erdrich is the author of 11 books including "The Painted Drum," "Love Medicine," and her upcoming novel "The Plague of Doves." Invitations will be mailed in March to all Friends members. Tickets will include a signed hardcover copy of her new book. The Foundation received notification of a grant award of \$73,000 from the Financial Industry Regulatory Authority (FINRA) in conjunction with the American Library Association. The grant will provide financial and investor education resources for the library staff training and public instruction programs that are presented in collaboration with community outreach partners. Special thanks to Librarian Chris Arkenberg, the library business department staff and Assistant Library Director Joan Johnson, who provided a great deal of work on the proposal. Ms. Kiely and Ms. Diaz continue to meet with various funding sources, with an emphasis at the moment on the Summer Reading program.

Informational item.

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#### **ADMINIATRATION REPORTS**

9. **Personnel Actions.** Personnel actions, attachment F, page 34 of the agenda, were presented and reviewed. Ms. Kiely noted the temporary appointment of retired librarian Jean Straub. Filling staff vacancies is a lengthy process and temporary appointments are made in the interim. Ms. Kiely also noted the retirement of Ms. Joan Morbeck with sixteen years of service. Ms. Morbeck was a valuable asset to the library.

Informational item.

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10. **Financial Report**. After general review, the investment activity listed below was noted for the record:

U. S. Bank Certificate of Deposit #486021628 dated 01/04/08 and maturing 02/04/08  
at a rate of 4.07%.....\$200,000.  
Informational item

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11. **Library Director's Report**. The Library Director's Report, attachment H, page 36 of the agenda was presented. Ms. Kiely highlighted her visit, along with Trustee Cook, to the Museum of Wisconsin Art to see the MPL owned Von Marr painting, "The Flagellants." The Big Read kicked off on January 31 with more than 90 people in attendance. Trustee Kathy Williams gave remarks on the initiative, sponsored by the National Endowment for the Arts, and its goal of restoring reading to the center of American culture.

Circulation, patron and electronic statistics were reviewed. Circulation is down 5% but Ms. Kiely noted the significant decrease in the Mobile Library Van circulation due to staff shortages. A few schools have withdrawn from this program which also affects the overall total.

The patron counts shows large drops in visitors to the larger libraries which may indicate a shift in patronage due to the media holds policy change. However, statistics remain consistent with last year system-wide even with the reduction of the materials budget. Ms. Kiely stated that an analysis of circulation by specific item types revealed an increase in the checkout of media materials. Trustee Cook suggested reporting on more than a year to year history.

Informational item.

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**ADDITIONAL NEW BUSINESS**. None.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of February 20, 2008 was adjourned at 9:43 a.m.

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# CN-CFNBA

## CAMPAIGN NEIGHBORHOOD – CFNBA

[www.bdcproundtable.info](http://www.bdcproundtable.info)

<http://cncfnbamilwaukee.newsvine.com>

Wednesday, February 20, 2008

### MILWAUKEE PUBLIC LIBRARY - MONTHLY BOARD MEETING

Central Library  
814 W. Wisconsin  
Milwaukee, WI 53233

#### RE: CN-CFNBA SMART GROWTH 5-YEAR SIGNATURE PLAN (2005-2010)

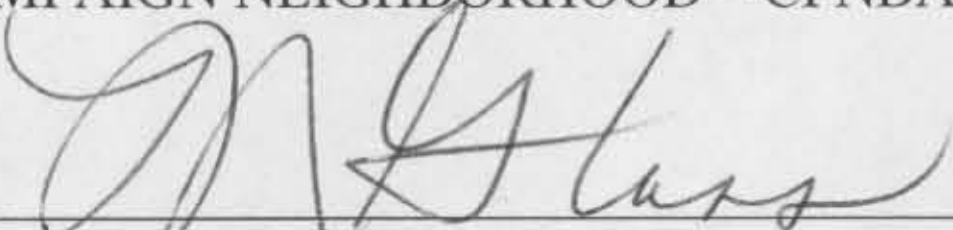
1. Grievance Complaint – 2006
2. Rigidity, Censorship, Appearance of Racism-Imbalance, Double Standards
3. Digital Divide – Selected to be public primary-statutory and government standard for Wireless and Computer use
4. Making of Milwaukee
5. OTHER

#### PUBLIC COMMENT

- ◆ This is my formal notice delivered in person at the **February 20, 2008** Milwaukee Public Library monthly Board meeting at 814 W. Wisconsin Avenue, Milwaukee, Wisconsin to further document my office observance and **Code of Conduct** concerns about transparency and accountability of Administrative staff and the Board of Milwaukee Public Library.
- ◆ As the documenter, for the June 2008 report on Milwaukee Public Library for CN-CFNBA **Smart Growth 5-Year Signature Plan (2005-2010)**, I am troubled at the Board level by the lack of oversight by this board, preparedness, availability for neighborhood invitations, attendance to meetings, relevance of appointment and lack of authority as a board.
- ◆ As the documenter, for the June forum, I am more than concerned about the manner in which rigidity, censorship, lack of people of color in employment, appearance of racism-imbalance and double standards for a public-funded organization such as this.
- ◆ As the documenter, I am concerned by the response and lack of sensitivity from the MPL Board and administration regarding requests and general inquiries; and, the marketing and involvement of the Milwaukee Public Library with the **Making of Milwaukee** book and its documentary that provided a scant inclusion of People of Color and the Working Poor. I am outraged further by the classroom information around this book that seeks to further share its “exclusion” with our children in classrooms and public depositories.
- ◆ As the documenter, it is baffling that the **Code of Conduct** of Milwaukee Public Library does not match its Mission, Vision, Customer Care code and the American Library Association Bill of Rights.

Submitted by,

CAMPAIGN NEIGHBORHOOD – CFNBA



Mary GLASS, Chair/CEO

Email: [mgurbanicongroup@yahoo.com](mailto:mgurbanicongroup@yahoo.com)

**ATTACHMENT A-P. 6 of 9**  
**MPL MINUTES 02/20/08**  
**P. 8**





**MILWAUKEE**  
PUBLIC LIBRARY

*Paula A. Kiely*  
*Director*

February 20, 2008

To: Milwaukee Public Library Board of Trustees

From: Paula Kiely, Director

Re: **2007 Accomplishments / 2008 Goals**

The Milwaukee Public Library is every person's gateway to an expanding world of information. Last year we welcomed over 2,400,000 visitors, checked out over 2.7 million items and realized many achievements.

**2007 Achievements**

Community and Connection

- Based on demand, computer and Internet access increased by adjusting session lengths and opening underutilized labs. The changes were welcomed by patrons and resulted in increased use throughout the year.
- The Virtual Library expanded its offerings as part of MPL 2.0. Innovations included a library blog with regular updates and stories about library services, programs, and materials, the launch of the library's MySpace page, and podcasting children's interviews as part of the Summer Reading Club.
- A wide variety of librarian-led programs were offered, highlighting the collections of Central library. Popular programs included Business Breakfasts, House History, Patents, Rarities (Birds of a Feather), Tea with Jane Austen, and more.
- Blockbuster programs such as "Late Night with Harry Potter" and a visit from Caroline Kennedy attracted thousands of visitors to the Central Library. Exhibits with related programs, "Looking at Jazz" and "Milwaukee: World Series City", brought hundreds more into the library.
- StoryCorps, the national oral history project started after 9/11, located its first permanent StoryBooth outside of New York City in Milwaukee Public Library's Central Library. Over the year, 500 stories were recorded. StoryCorps founder David Isay returned to MPL in November to discuss his new book, *Listening is an Act of Love*.

## **2007 Achievements** continued

- Meeting and conference rooms continue to be well-used at all libraries. The rooms are most heavily used on evenings and weekends when community meetings are held.
- Programming for children again took center stage, with regular story programs offered at all libraries, Saturday programming at Central Library, theme-based programs such as “Happy Birthday Dr. Seuss” and “Share the Dream”, and class visits. Making a connection with teachers, parents and children is an important part of this goal.
- Increase of popular, high demand Young Adult Programs with focus on technology, careers, violence prevention and monthly gatherings at each library.
- The Teen Advisory Board (TAB) worked with young adult librarians at all libraries. They serve as advisors and volunteers, which provide our teens with leadership development opportunities and academic support. Programs include “Life After High School”, “Read to Achieve”, and “Teen Read Week: LOL @ Your Library”.

## 21<sup>st</sup> Century Literacy

- Academic support of K-12 students was successful. Homework Help, an after school volunteer program, was offered at five libraries.
- Reading programs were offered for all ages, including the annual summer reading club, the new Curious George Reading program in partnership with the Betty Brinn Children’s Museum, and Central Library’s monthly book discussion.
- The award-winning Books2Go program continues with the Ready to Read initiative. This grant-funded program teaches the six skills needed by pre-schoolers before they enter kindergarten, to ensure they are ready to learn to read.
- Computer classes continue to be in high demand. Offered at all library locations, with major support from the Northwestern Mutual Foundation, this partnership was recognized by the Public Policy Forum.

## Excellence and Efficiency

- Progress was made on the development of a long range facilities plan. Community leaders were engaged in the planning process and community members were surveyed by telephone and through focus group sessions.
- A staff committee was asked to find ways to simplify and streamline processing of materials to eliminate secondary handling at neighborhood libraries. A number of recommendations were implemented and several others assigned to work groups for further discussion.
- Partnership Guidelines Procedure was completed to facilitate effective community partnerships.

## **2008 Goals**

### Community and Connection

- Continue to offer a full-range of programs for all ages
- Build the library brand through marketing, including the roll out of the new logo
- Continue to improve and enhance the MPL website by adding features that help our customers find the information they want and need, and showcasing the unique collections and services that the library has to offer.

### 21<sup>st</sup> Century Literacy

- Increase computer classes and attendance
- Grow the database of new and active library card holders through a major campaign in the fall and through other creative strategies
- The Big Read – Implement this NEA funded community-wide book club with Zora Neale Hurston's *Their Eyes were Watching God*
- Offer financial literacy courses through a grant awarded to MPL by the Financial Industry Regulatory Authority (FINRA) and the American Library Association (ALA).
- Continue youth programming and expand outreach efforts

### Excellence and Efficiency

- Complete Facilities Plan
- Finalize plans for Media Room renovation
- Develop Statistics Plan for measuring performance and outcomes
- Expand volunteer opportunities
- Improve turnaround time for processing new materials
- Meet growing need for improved Internet conductivity and free public computer access and instruction
- Work with Foundation on fundraising efforts
- Continue to reduce energy consumption
- Plan for future Centennial Hall renovation

# MILWAUKEE PUBLIC LIBRARY SYSTEM

## PERSONNEL ACTIONS

COVERING PERIOD: January 27, 2008 through February 23, 2008

The Secretary reports the following personnel actions:

### TEMPORARY APPOINTMENT.

Cynthia Wagner – Librarian III – Mill Road 02/04/08

### APPOINTMENT.

Benjamin Hurley – Library Circulation Assistant I– Forest Home 02/11/08

### PROMOTION.

Zarina Mohd Shah – Library Reference Assistant – Washington Park

TO: Librarian Intern – Washington Park 01/27/08

Kimberly Tomlinson – Library Reference Assistant – Martin Luther King

TO: Librarian I – Martin Luther King 01/27/08

Brian Williams-VanKlooster – Librarian II (Librarian-In-Charge) Villard Avenue

TO: Librarian III (Librarian-In-Charge) Villard Avenue 02/10/08

### PROMOTION / TRANSFER.

JulieAnn Hernandez – Library Circulation Aide – Zablocki

TO: Library Circulation Assistant (½ time) – Circulation 02/10/08

### TRANSFER.

Clare Blasinski – Librarian III – Mill Road

TO: Librarian III – Tippecanoe 2/10/08

Jason Riess – Library Services Assistant – Zablocki

TO: Library Services Assistant – Martin Luther King 02/10/08

Beth Wisniewski – Library Circulation Assistant I - Circulation

TO: Library Circulation Assistant I – Library for the Blind and Physically Handicapped 02/10/08

### CHANGE IN STATUS.

Judith Hill – Library Circulation Assistant I (¾ time) – Circulation

TO: Library Circulation Assistant I (½ time) – Circulation 2/10/08

### LEAVE OF ABSENCE 24.0 or more hours.

Rose Laack – Library Technician II – Technical Services 27.0 hours 01/30/08

Margaret Ness – Custodial Worker II – Maintenance 80.0 hours 01/27/08

Leslie Roberts – Library Circulation Assistant II 64.0 hrs 01/27/08

Jean Stern – Copy Cataloger II – Technical Services 80.0 hours 1/27/08

Jeanette Hollenbeck – Library Circulation Assistant I – Circulation 56.0 hrs 02/11/08

Rose Laack – Library Technician II – Technical Services 32.0 hours 02/12/08

Margaret Ness – Custodial Worker II – Maintenance 80.0 hours 02/10/08

Jean Stern – Copy Cataloger II – Technical Services 80.0 hours 2/10/08

### RETIREMENT.

Benito Guerrero – Custodial Worker II - CL – Maintenance 02/23/08: 20 years, 5 months

Corine Smith – Library Circulation Assistant – Mill Road 02/23/08: 21 years, 10 months

### SUSPENSION.

Matika Burgess – Library Circulation Assistant I – Circulation 1/31/08 1 day

Jeanne Rasch – Library Technician III – Technical Services 02/06/08 1 day

**MILWAUKEE PUBLIC LIBRARY  
FINANCIAL REPORT  
DECEMBER, 2007**

Percentage of Year Remaining: 0%

**GENERAL FUND REVENUES**

	Budget	Received To Date	%	Balance	%
City Appropriation	\$ 23,696,490.15	\$ 23,321,496.15	98%	\$ 374,994.00	2%
Fines	361,000.00	351,664.47	97%	9,335.53	3%
State Contracts	815,000.00	407,507.35	50%	407,492.65	50%
Other	137,700.00	138,596.58	101%	(896.58)	-1%
MCFLS Revenue	1,434,300.00	1,434,887.00	100%	(587.00)	0%
	\$ 26,444,490.15	\$ 25,654,151.55	97%	\$ 790,338.60	3%

**GENERAL FUND EXPENDITURES**

	Budget	Spent To Date	%	Balance	%
Salaries	\$ 12,808,736.97	\$ 12,808,736.97	100%	\$ -	0%
Fringe Benefits	5,339,168.94	5,339,168.94	100%	-	0%
Supplies & Services	2,363,592.63	2,321,916.53	98%	41,676.10	2%
Materials	1,786,822.00	1,786,822.00	100%	-	0%
Equipment	217,414.96	129,851.64	60%	87,563.32	40%
Special Funds	1,180,754.65	935,000.07	79%	245,754.58	21%
	\$ 23,696,490.15	\$ 23,321,496.15	98%	\$ 374,994.00	2%

**TRUST FUND**

	Budget	Spent To Date	%	Balance	%
Library Materials	\$ 123,000.00	\$ 118,380.18	96%	\$ 4,619.82	4%
Programming	53,000.00	47,271.48	89%	5,728.52	11%
	\$ 176,000.00	\$ 165,651.66	94%	\$ 10,348.34	6%

**INVESTMENTS**

U. S. Bank Certificate of Deposit #266049289 dated 12/05/07  
and maturing 1/4/08 at a rate of 4.36%.....\$125,000.

**MILWAUKEE PUBLIC LIBRARY  
FINANCIAL REPORT  
FEBRUARY, 2008**

Percentage of Year Remaining: 83%

**GENERAL FUND REVENUES**

	Budget	Received To Date	%	Balance	%
City Appropriation	\$ 22,701,402.58	\$ 3,265,384.42	14%	\$ 19,436,018.16	86%
Fines	360,000.00	54,353.62	15%	305,646.38	85%
State Contracts	1,487,200.00	473,660.00	32%	1,013,540.00	68%
Other	143,400.00	16,294.37	11%	127,105.63	89%
MCFLS Revenue	1,439,800.00	16,110.00	1%	1,423,690.00	99%
	\$ 26,131,802.58	\$ 3,825,802.41	15%	\$ 22,306,000.17	85%

**GENERAL FUND EXPENDITURES**

	Budget	Spent To Date	%	Balance	%
Salaries	\$ 12,986,992.00	\$ 1,989,338.76	15%	\$ 10,997,653.24	85%
Fringe Benefits	5,324,656.00	895,076.84	17%	4,429,579.16	83%
Supplies & Services	2,234,679.00	205,152.12	9%	2,029,526.88	91%
Materials	1,682,024.00	112,485.66	7%	1,569,538.34	93%
Equipment	227,297.00	23,302.57	10%	203,994.43	90%
Special Funds	245,754.58	40,028.47	16%	205,726.11	84%
	\$ 22,701,402.58	\$ 3,265,384.42	14%	\$ 19,436,018.16	86%

**TRUST FUND**

	Budget	Spent To Date	%	Balance	%
Library Materials	\$ 137,500.00	\$ 2,497.81	2%	\$ 135,002.19	98%
Programming	62,500.00	4,544.16	7%	57,955.84	93%
	\$ 200,000.00	\$ 7,041.97	4%	\$ 192,958.03	96%

**INVESTMENTS**

U. S. Bank Certificate of Deposit #338070031 dated 2/04/08  
and maturing 3/05/08 at a rate of 2.75%.....\$200,000.

## **Director's Report February 2008**

Much of February was spent preparing for the All-Staff Meeting, which was held on the 29<sup>th</sup>. Approximately 300 staff members gathered in the auditorium to learn about the work of the Facilities Visioning Group. They were greeted by Mayor Barrett before they heard a brief presentation about the planning process and then broke into 30 small groups to discuss the Visioning Group's ideas. Staff feedback and ideas will be used in developing the facilities plan.

I served on a Friends of the Library committee that selected the 2008-09 Milwaukee Poet Laureate, Ms. Susan Firer. Ms. Firer is an Assistant Professor at the University of Wisconsin Milwaukee and well known in the poetry community. She will attend the Trustee's April meeting to be introduced and to read one of her poems.

Mayor Barrett held his annual State of the City address. Deputy director Sandra Melcher, assistant director Joan Johnson and I attended. The mayor mentioned that through our public library system, the city is helping children develop pre-reading skills to improve literacy. Librarians and volunteers are tutoring city schoolchildren and providing counseling on college and career options.

### **Milwaukee Bucks Read to Achieve 2008**

Milwaukee Public Library participated in the statewide Milwaukee Bucks Read to Achieve program to encourage reading among children and teens in 2<sup>nd</sup> through 9<sup>th</sup> grades. Over 1,135 students registered to participate in the programs compared to 781 students in 2007. The number of students who completed reading 500 pages was 177 compared to 95 in 2007. The number of students who went into overtime by reading more than 750 pages was 126 compared to 122 students in 2007. In 2008, 159,002 pages were read compared to over 144,000 in 2007. Central Library had the highest level of increase of registrants from 271 in 2007 to 437 registrants in 2008. Capitol Library had the highest increase of registrants from 80 in 2007 to 241 registrants in 2008.

### **Campaigning for President**

MPL welcomed author Jordan Wright to Central Library on Sunday, February 17 for a book presentation on his newest work *Campaigning for President*. Inclement weather kept the audience size to 16, but Wright kept them fascinated and amused with stories of presidential campaigns and his own experiences in collecting political memorabilia. His personal collection has more than one million items, and he offered advice to collectors in the audience on how to get started and to be aware of fake pieces being passed off as authentic. Harry W. Schwartz Bookshops sold copies of *Campaigning for President*, which Wright signed upon request.

In partnership with HarperCollins Publishers, Jordan Wright visited MPL as part of a traveling exhibit of his memorabilia. The exhibit was at Central February 16-19 to coincide with Wisconsin's presidential primary on the 19<sup>th</sup>. MPL's George Wagner (Librarian III, Humanities) was the liaison to HarperCollins, and also organized the library's own exhibit of presidential books, articles, artifacts and assorted memorabilia, including hundreds of campaign buttons. We wish to thank MPL staff and friends who have loaned these items from their personal collections for this display, which runs through April 13.

### **NEA Big Read**

The Milwaukee Public Library's celebration of the Big Read sponsored by the National Endowment for the Arts (NEA) kicked into high gear in February with the launch of several marketing initiatives:

*Milwaukee Journal Sentinel*: Ads ran in the Cue Section on February 8, 17, 22 and 24. [www.jsonline.com](http://www.jsonline.com) features an animated Big Read/Get Caught Reading ad when clicking on the Entertainment tab on the left hand side of the page. The ad began the week of February 4 and will run through March. *MJS* book editor Geeta Sharma-Jensen and two of her fellow reporters recorded a podcast of their review of *Their Eyes Were Watching God* – click on <http://www.jsonline.com/blog/index.aspx?id=264&month=2&year=2008> and scroll down to the February 23 list.

Clear Channel Outdoor installed three bus shelter ads for the Big Read on February 12. The ads are placed at 8<sup>th</sup> & Wisconsin, 6<sup>th</sup> & Wells, and S. 27<sup>th</sup> St. near the Domes. Also, 20 exterior bus ads are rolling through Milwaukee County on various bus routes. These ads will run through mid-March and longer if no other advertisers come forward to buy these spaces.

WTMJ Channel 4: Dawn Lauber, Big Read Co-Chair, talked about the project on “The Morning Blend” on February 26.

Fox 6 Wake-Up News (Channel 6): Ms. Lauber also promoted the Big Read on the February 27 broadcast.

City Channel 25 ran the videotape of the Big Read kick-off in its entirety periodically during February.

Five MPL locations held book discussions on *Their Eyes...* in February, and there were four showings of the movie. Local author Paul Geenen gave a slide presentation on and discussed his book *Milwaukee Bronzeville, 1900-1950* as part of the Big Read at Villard Avenue Library. Ms. Carol Lewis of the Weekend Cue Section's “Cool Pool” mentioned how she planned to attend this program as part of her weekend itinerary, and she did attend. Both the poetry and photo contests concluded in February, with winning entries to be announced and published in March.

### **MPL On the Air**

Kelly Hughbanks, Children's Services Coordinator, joined Dawn Lauber on both “The Morning Blend” and Fox 6 Wake-Up News to promote MPL's “Happy Birthday Dr. Seuss” kick-off at Central Library on March 1. Ads also ran in February's *MetroParent Magazine* and the February 25 milwaukeemoms.com e-newsletter that went to more than 5,000 parents community-wide, as well as the *Milwaukee Journal Sentinel* (February 24 and 29).



### **Read All About It!**

The February 16 Metro Section of the Milwaukee Journal Sentinel included photos from the presidential campaign memorabilia traveling exhibit at Central from February 16-19. The short promotion also invited everyone to hear author Jordan Wright talk about his book *Campaigning for President* on Sunday, February 17.

The *MJS*, *Shepherd Express* and *MetroParent* continue to feature MPL programs and events, especially children's programming, in their weekly/monthly calendars. *MJS* also includes MPL programs periodically in the Cue Section's front-page Express Lane, 24 Hours, and Life Lines columns, such as the Friends of the Library's used book sale on February 9 and the Bronzeville program on February 17.

**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**February 2008**  
**CIRCULATION**

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	44,436	45,878	-3.14%	94,354	99,120	-4.81%
Atkinson	5,275	5,279	-0.08%	11,689	11,738	-0.42%
Bay View	20,035	18,827	6.42%	41,032	40,406	1.55%
Capitol	15,564	16,739	-7.02%	34,265	35,751	-4.16%
Center Street	4,110	4,406	-6.72%	9,146	9,457	-3.29%
East	18,523	20,101	-7.85%	39,791	42,260	-5.84%
Forest Home	10,969	10,168	7.88%	22,816	22,744	0.32%
Martin Luther King	5,490	5,701	-3.70%	12,078	12,217	-1.14%
Mill Road	12,297	13,103	-6.15%	25,672	27,685	-7.27%
Mobile Library Van	3,606	3,628	-0.61%	6,499	9,172	-29.14%
Tippecanoe	16,087	15,863	1.41%	32,467	34,443	-5.74%
Villard Avenue	6,334	6,302	0.51%	14,234	14,074	1.14%
Washington Park	9,915	10,305	-3.78%	21,777	22,360	-2.61%
Zablocki	24,883	24,865	0.07%	53,089	53,486	-0.74%
<b>TOTAL</b>	<b>197,524</b>	<b>201,165</b>	<b>-1.81%</b>	<b>418,909</b>	<b>434,913</b>	<b>-3.68%</b>

**Factors affecting statistics this month:**

**Increases:**

NEA Big Read programming

Extra day of service due to leap year

**Decreases:**

Library closed February 6 due to severe weather; multiple snow advisories and challenging road conditions

Library closed February 29, 10 am-1 pm for staff meeting

**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**February 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	47,599	41,781	13.92%	101,515	90,890	11.69%
Atkinson	8,497	7,763	9.46%	17,685	16,755	5.55%
Bay View	12,527	13,507	-7.26%	26,016	28,741	-9.48%
Capitol	13,195	13,499	-2.25%	28,603	28,798	-0.68%
Center Street	10,390	8,634	20.34%	23,168	18,966	22.16%
East	15,096	16,681	-9.50%	32,461	34,745	-6.57%
Forest Home	11,741	11,394	3.05%	24,573	25,820	-4.83%
Martin Luther King	8,454	9,579	-11.74%	17,670	18,779	-5.91%
Mill Road	10,873	12,640	-13.98%	23,991	26,519	-9.53%
Mobile Library Van	292	284	2.82%	621	613	1.31%
Tippecanoe	11,022	11,725	-6.00%	22,046	25,308	-12.89%
Villard Avenue	7,228	7,191	0.51%	14,028	15,071	-6.92%
Washington Park	14,510	14,101	2.90%	31,756	30,061	5.64%
Zablocki	15,765	17,694	-10.90%	34,497	38,327	-9.99%
Drive-In Traffic Count	2,178	2,411	-9.66%	4,453	5,138	-13.33%
<b>TOTAL</b>	<b>189,367</b>	<b>188,884</b>	<b>0.26%</b>	<b>403,083</b>	<b>404,531</b>	<b>-0.36%</b>

**Factors affecting statistics this month:**

**Increases:**

NEA Big Read programming

Primary Election February 19, 7 am-8:30 pm at seven libraries

Extra day of service due to leap year

Central computer use increased by 6.4% in February 2008 compared to February 2007

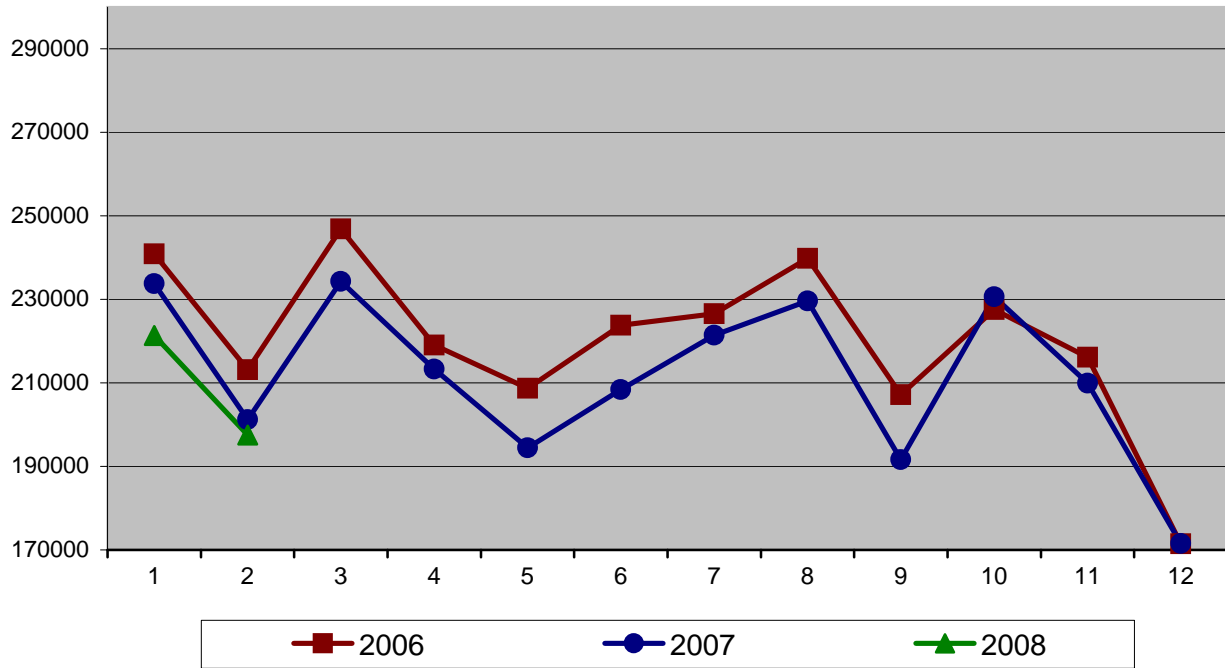
**Decreases:**

Library closed February 6 due to severe weather; multiple snow advisories and challenging road conditions

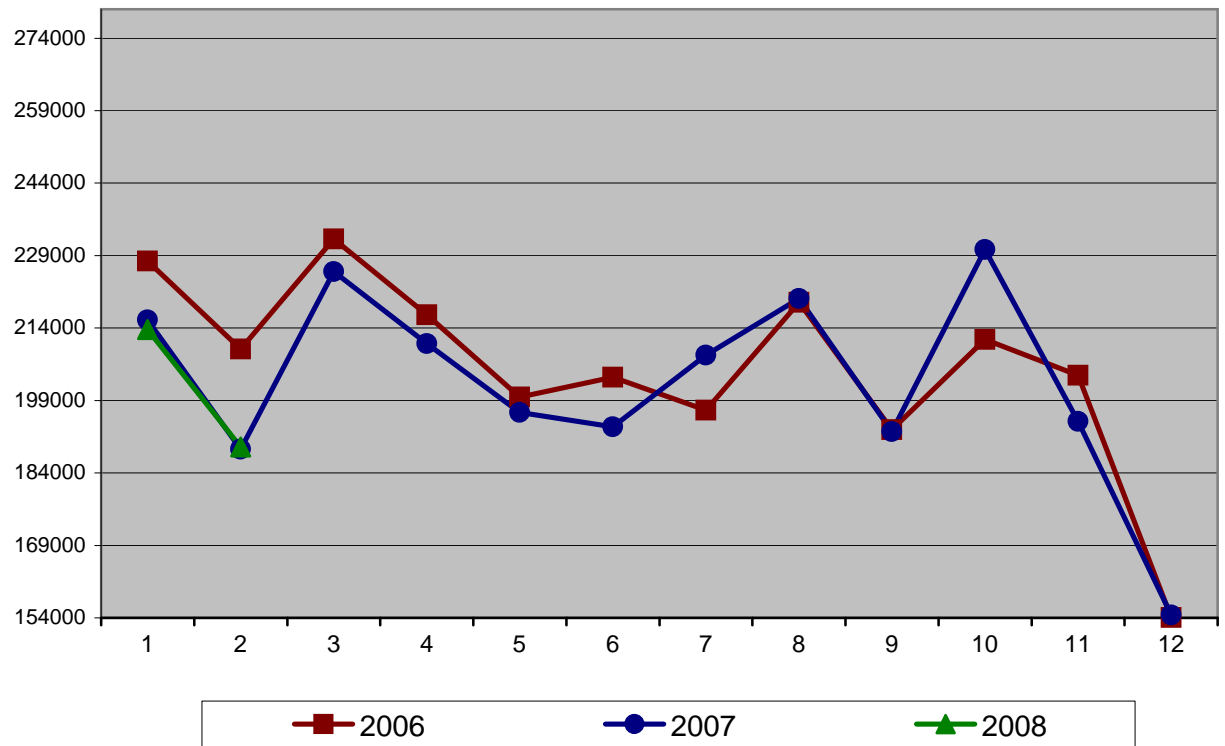
Library closed February 29, 10 am-1 pm for staff meeting

Less Drive-In traffic related to change in media holds and retrieval policy

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



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



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

Unique Visitors to the MPL Website <sup>1</sup>						
February, 2007			February, 2008			Change
	29,744			32,387		8.9%

Database Hits <sup>2</sup>						
February, 2007			February, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
N/A	N/A	N/A	7,945	2,965	4,980	N/A

Milwaukee Patron Holds Placed Through CountyCat <sup>3</sup>						
February, 2007			February, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
47,051	10,678	36,373	30,262	6,308	23,954	-35.7%

Paging Slips <sup>4</sup>						
	Feb-08	Feb-07	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	7,778	12,234	-36.42%	17,585	27,206	-35.36%
Atkinson	794	1,253	-36.63%	1,679	2,730	-38.50%
Bay View	1,375	2,529	-45.63%	3,083	5,503	-43.98%
Capitol	1,758	2,064	-14.83%	3,357	4,655	-27.88%
Center Street	737	1,047	-29.61%	1,753	2,239	-21.71%
East	1,130	2,258	-49.96%	2,831	4,880	-41.99%
Forest Home	704	1,206	-41.63%	1,575	2,522	-37.55%
Martin Luther King	716	1,040	-31.15%	1,537	2,314	-33.58%
Mill Road	1,347	1,504	-10.44%	2,655	3,338	-20.46%
Mobile Library Services	434	460	-5.65%	893	1,055	-15.36%
Tippecanoe	1,694	2,099	-19.29%	3,549	4,688	-24.30%
Villard Avenue	1,052	1,523	-30.93%	2,205	3,179	-30.64%
Washington Park	901	1,536	-41.34%	2,049	3,316	-38.21%
Zablocki	1,215	2,135	-43.09%	2,517	4,612	-45.42%
<b>TOTAL</b>	<b>21,635</b>	<b>32,888</b>	<b>-34.22%</b>	<b>47,268</b>	<b>72,237</b>	<b>-34.57%</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 85 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.