



**CITY OF
MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
AGENDA
Thursday November 20, 2008
8:15 a.m.
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

PUBLIC COMMENT

APPROVAL OF MINUTES

ACTION Attachment A
Page 3

OLD BUSINESS

1. 2009 Budget. Library Administration will provide an update on the library's 2009 budget.

INFORMATION Attachment B
Page 17

2. Courtesy Notices. Updated information will be shared regarding this new service.
INFORMATION

NEW BUSINESS

3. 2009 Milwaukee Public Library Schedule of Hours. Library administration will request approval of the 2009 Milwaukee Public Library Schedule of Hours.

ACTION Attachment C
Page 18

4. MPL Finance & Personnel Committee. The committee will report out from the November 20, 2008 meeting on the 2009 disbursement from the MPL Trust Fund.

ACTION

5. MPL Bylaws Committee. The committee will report out from the October 28, 2008 and November 14, 2008 meetings.

INFORMATION Attachment D
Page 19

6. MPL Strategy Committee. The committee will report out from the November 18, 2008 meeting.

INFORMATION

7. State of Wisconsin Department of Public Instruction. A communication from State Superintendent Elizabeth Burmaster regarding her budget request for the next biennium will be shared.

INFORMATION Attachment E
Page 22

8. Audubon Prints on Exhibit. Assistant Director Joan Johnson will tell the Board of a special upcoming exhibit at the Milwaukee Art Museum.

INFORMATION

9. Urban Library Council (ULC). Past-President Joan Prince will discuss her roll as the trustee representative on the ULC Board.

INFORMATION Attachment F
Page 23

10. Holiday Book Exchange and Board Photograph. Board members will be reminded of the annual holiday book exchange and Board photograph.

INFORMATION

11. MPL Foundation Activities. MPL Foundation Director Meg Diaz will report on Foundation activities.

INFORMATION

ADMINISTRATIVE REPORTS

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

INFORMATION Attachment G
Page 24

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

U. S. Bank Certificate of Deposit #266055194 dated 10/03/08 and maturing 11/03/08 at a rate of 3.00%.....\$310,000.

INFORMATION Attachment H
Page 26

14. Library Director's Reports.

INFORMATION Attachment I
Page 27

ADDITIONAL NEW BUSINESS

REMINDER: Next scheduled meetings are:

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

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

ADJOURNMENT

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

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Wednesday October 15, 2008
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

PRESENT: Sharon Cook, John Gurda, Art Harrington, Ald. Nik Kovac, David Riemer, Marty Schreiber, Paula Kiely

EXCUSED: Ald. Milele Coggs, Ald. Ashanti Hamilton, Dir. Charlene Hardin, Joan Prince, Kathy Williams

STAFF PRESENT: Bruce Gay, Kelly Hughbanks, Joan Johnson, Bill Lenski, Sandra Melcher, Taj Schoening, Crystal Sura, Paul Wilant

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

President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:26 a.m. on October 15, 2008 with a quorum present.

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

PUBLIC COMMENT None.

APPROVAL OF MINUTES Trustee Gurda moved and Trustee Schreiber seconded a motion to approve the September 17, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

OLD BUSINESS

1. **2009 Proposed Budget.** Ms. Kiely referred to a set of documents which summarized the proposed and preferred budgets and a recommended schedule of library hours. Ms. Kiely explained that if the preferred budget passes, she would recommend these hours to the Board. The preferred budget keeps all libraries open with limited hours. This will result in fifteen layoffs to the street as of September 29. The proposed budget would close two libraries reflecting a 7% decrease over 2008. This will result in seven layoffs. Trustee Harrington clarified that these documents are for informational purposes and the Board has no control over it. President Riemer stated the Board needs to have a clear understanding of their role in the process. He stated that Ms. Kiely shared an attorney general's opinion about the power of the Board. His understanding of the opinion is that after the Mayor and the Council finalize the budget, the Board could alter the internal assumptions & allocations of it but cannot spend more than what was appropriated to the library. Ms. Kiely explained that this was introduced because she had been informed that at least one alderperson was going to propose an amendment to close one specific library.

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

She contacted the Wisconsin Department of Public Instruction to confirm it was the Library Board who had the statutory authority to close a library. Ms. Kiely stated that the library has a history of working with the Mayor's office and with the Council to come up with a budget that everyone is in agreement with. Trustee Harrington commented that this information is useful background information but the process that he is familiar with is one of transparency throughout. The library director takes the lead on discussions with the Mayor and then with the Mayor's consent, works through the issues with the Council. The Board has impact on decisions leading up to the final budget determination. He expressed concern over exercising statutory authority that would hurt the library in future negotiations. Vice-President Gurda stated that the Board wants to remain collegial. Discussion ensued. Ms. Kiely shared that library administration has been working on the budget for months and has made tough but conscientious decisions with the invaluable guidance of the Board. Many budget scenarios have been presented to the Board and to the Mayor. The staff members affected by those budget choices have been informed and are trying to adjust their lives to possible outcomes. She stated that library staff is preparing to implement either scenario and is concerned about the time that it would take to develop another option. Trustee Cook commented that the Board makes decisions based on the Director's recommendations. Ms. Kiely reiterated that the submitted proposed and the preferred budgets are her recommendations and asked the Board to support those budgets as difficult as they may be. She added, with the understanding that reduced budgets will continue, consideration should be given to a long-term strategy that is sustainable. Trustee Harrington acknowledged the expertise of library staff and expressed his support of the work they've done on the budget. Vice-President Gurda agreed. Trustee Schreiber asked for a brief report on the impact that closing a library has on the community, to aide in discussions with elected officials. The budget documents were emailed to the Trustees prior to the meeting and are attached at the end of these minutes.

Informational item.

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2. **Return on Investment Study.** Ms. Kiely reported that the Wisconsin Department of Public Instruction issued a report titled "The Economic Contribution of Wisconsin Public Libraries to the Economy of Wisconsin" in spring of 2008. The result was that for every dollar invested in public libraries in the state of Wisconsin, the state sees a return of \$4.06. In 2006, the Board approved using MPL Foundation funds (\$20,000) to do a similar study of city of Milwaukee libraries. Director Kiely stated that since the state issued the report, library administration has determined that it is not necessary to duplicate the study and asks for Board approval to use the \$20,000 for materials pending agreement by the Foundation. Trustee Gurda moved approval to reallocate the funds to purchase materials for the library system. Trustee Cook seconded the motion.

Motion passed.

NEW BUSINESS

3. **MPL Finance & Personnel Committee.** Chair Schreiber stated that the investment manager presented the Committee with a quarterly performance report of the MPL Trust Fund. The market remains volatile. One important question was raised regarding the

3. **MPL Finance & Personnel Committee.** (continued)
2009 fund disbursement for materials, training, programming, marketing and contingency. The fund has decreased \$600,000 since last year but approximately 50% of the fund is in non-threatened securities such as cash and bonds, which would allow for a withdrawal. The report was accepted as presented.
Chair Schreiber stated that a quarterly review of the internal control of the MPL Trust and Gift Fund was given by Business Operations Manager Taj Schoening. All financial statements are in order. The Committee agenda, minutes, and asset allocation summary are attached.

Informational item.

4. **2009 Meeting Dates.** The proposed schedule for 2009 MPL Board of Trustees meetings was presented for approval, attached to the end of these minutes. Trustee Cook moved and Trustee Schreiber seconded a motion to accept the 2009 Board meeting dates.

Motion passed.

5. **Overdue Fines.** Ms. Kiely referred to a memo dated October 6, 2008 on Overdue Fines, attachment B, page 9 of the agenda. In summary, MPL has not raised its general overdue fine since 1997. If the library was to raise the fine to 15 cents, it is estimated that the increase in revenue would be \$51,425. Those funds go back into the general city fund. Trustee Schreiber moved to approve the increase to improve library services by encouraging the return of books for use by other patrons. After discussion, President Riemer moved to table the question for consideration at the regular Board meeting in December.

Item tabled.

6. **MPL Strategy Committee.** Chair David Riemer reported out from the September 23, 2008 Strategy Committee meeting regarding the mission and plan of the committee, attachment C, page 10 of the agenda. At the suggestion of Vice-President Gurda the mission statement will be expanded to include long-term strategy issues.

Informational item.

7. **Summer Reading Programs.** Youth and Community Outreach Services Coordinator Kelly Hughbanks summarized the 2008 Summer Reading Program, attachment D, page 14 of the agenda. This year the library developed the Super Reader theme and was successful in attracting over 14,000 children to participate, a 9% increase over 2007. The program was redesigned, establishing goals such as: increase overall participation; increase visibility and familiarity; and, streamline efforts to make it easier to interact with schools and families. In addition, students from 231 schools participated in the Summer Reading School Challenge. The Young Adult Summer Reading Program attracted 934 teens who read 2,648 books. The young adult librarians continued to offer popular programs throughout the system. The Summer Reading Program was funded by the Faye McBeath Foundation, the Friends of MPL, Midtown Center, Wisconsin Energy

7. **Summer Reading Programs.** (continued)
Foundation, MilwaukeeMoms.com and Milwaukee Journal Sentinel. Many additional partners were also involved.

Informational item.

8. **Courtesy Notices.** Technical Services Manager Bruce Gay reported that the courtesy notice allows a patron to receive notification of when their library materials are due to be returned and when they are overdue. This feature is a benefit for MPL since date due stamping has been discontinued. Email notifications are free versus the costs of phone and mail overdue notices. Trustee Gurda asked how many library cards have email addresses attached. Mr. Gay responded that just less than 50% has been reported. President Riemer inquired as to how the library is marketing this feature and obtaining patron email addresses. Mr. Gay stated that it could be added to the webpage and a bookmark could be handed out to patrons.

Informational item.

ADMINISTRATIVE REPORTS

9. **Personnel Actions.** Personnel actions, attachment E, page 16 of the agenda, were presented and reviewed. Ms. Kiely noted that leaves of absence impact operations and the auxiliary positions, as mentioned in the budget discussion, will help the situation.

Informational item.

10. **Financial Report.** The financial report, attachment F, page 18 was reviewed. The investment activity listed below was noted for the record:

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

Informational item

11. **Library Director's Report.** The Library Director's Report, attachment G, page 19 of the agenda was presented. Ms. Kiely noted that she met with the alderpersons to discuss the Mayor's budget.

President Riemer and Trustee Harrington, along with Ms. Kiely, met with YMCA Director Steve Smith to discuss possible partnerships.

Ms. Kiely reported that through wireless or wired access to the internet, the circulation database can now be accessed to register new borrowers or to renew library cards during outreach events.

BizStartsMilwaukee.com is a new website resulting from an M7 committee that worked for over a year to bring resources for new business owners to one location. Business, Technology and Periodicals Coordinator Christine Arkenberg was MPL's representative and senior librarian Mary Schoonover provided a substantial amount of the content to the site. This site should prove to have great benefits to the community.

The statistical reports were reviewed. Circulation and patron counts have increased in September.

Informational item.

ADDITIONAL NEW BUSINESS. None.

With no further business, the Milwaukee Public Library Board of Trustees meeting of October 15, 2008 was adjourned at 9:45 a.m.

2009 Proposed Budget

Two Libraries Closed Services & Hours Unchanged at Ten other Libraries

- **Budget (without fringe benefits) (-7%)**
 - 2009 \$ 15,932.000
 - 2008 17,130,992
(1,198,992)

- **Central Library Hours and Services Cut**
 - Library open Monday and Tuesday evenings until 7; closes all other days at 5:30.
 - Reduced reference services in Media Room

- **Two Neighborhood Libraries Close**
 - Hours at remaining libraries same as 2008
 - Center Street Library funded by CDBG funds (excluding fringe benefits), open 50 hours per week

- **Materials Budget Cut by \$476,624 (-28%)**
 - Fewer materials available for patrons.

- **Positions Eliminated (-28)¹**
 - 2 Branch Managers
 - 5 Librarians
 - 2 Library Reference Assistants
 - 2 Library Services Assistants
 - 5 Library Circulation Assistants
 - 1 Communication Assistant
 - 7 Circulation Aides
 - 1 Driver
 - 2 Custodians
 - 1 Library Technician II

- **Auxiliary Positions Added (+6)²**
 - 1 Library III
 - 1 Library Circulation Assistant I
 - 4 Library Circulation Aides

¹ 7 layoffs to the street as of 9/29/08.

² Support continuity of public services when positions vacated due to retirement or resignation.

2009 Preferred Budget

All Libraries Remain Open Reduced Hours & Services

- **Budget (without fringe benefits) (-3.96%)**
 - 2009 \$ 16,451,978
 - 2008 17,130,992
(679,014)

- **Central Library Hours and Services Cut**
 - Library open Monday and Tuesday evenings until 7; closes all other days at 5:30
 - Reduced reference services in Media Room

- **Neighborhood Library Hours and Services Cut**
 - All branch libraries open 45 hours per week
 - Five libraries gain 1.5 hours; Six libraries lose 11 hours
 - All libraries open on Saturdays year round
 - Loss of 1 librarian and 1 circulation assistant at each library
 - Center Street Library funded by CDBG funds (excluding fringe benefits), open 50 hours per week
 - Elimination of Share the Dream
 - Story time available two days per week only
 - Fewer opportunities for class visits

- **Materials Budget Cut by \$111,014 (-7%)**
 - Fewer materials available for patrons

- **Positions Eliminated (-32)¹**
 - 13 Librarians
 - 11 Library Circulation Assistants
 - 1 Communications Assistant
 - 5 Circulation Aides
 - 1 Program Assistant II
 - 1 Library Technician II

- **Auxiliary Positions Added (+6)²**
 - 1 Library III
 - 1 Library Circulation Assistant I
 - 4 Library Circulation Aides

¹ 15 layoffs to the street as of 9/29/08.

² Support continuity of public services when positions vacated due to retirement or resignation.

2009 Preferred Budget
Public Service – Weekly Schedule
 Reduced Hours at Central Library
 Reduced and Uniform Hours at Neighborhood Libraries

Central Library*

	Current Hours	Proposed Hours	Change
Monday	9 a.m. – 8:30 p.m.	9 a.m. – 7 p.m.	-1.5 hours
Tuesday	9 a.m. – 8:30 p.m.	9 a.m. – 7p.m.	-1.5 hours
Wednesday	9 a.m. – 8:30 p.m.	9 a.m. – 5:30 p.m.	-3 hours
Thursday	9 a.m. – 5:30 p.m.	9 a.m. – 5:30 p.m.	No change
Friday	9 a.m. – 5:30 p.m.	9 a.m. – 5:30 p.m.	No change
Saturday	9 a.m. – 5:30 p.m.	9 a.m. – 5:30 p.m.	No change
	60 hours	54 hours	-6 hours (-10%)

*Drive-in: Monday & Tuesday 8 a.m. – 6 p.m.
 Wednesday - Friday 8 a.m. – 5 p.m. (Currently open until 6 p.m. on Wed)
 Saturday 9 a.m. – 5 p.m.

Neighborhood Libraries Hours

Atkinson, Forest Home, ML King, Tippecanoe, Villard	Current Hours @ Five (5) locations	Proposed Hours @ all locations	Change
Monday	1 p.m. – 8:30 p.m.	Noon. – 8 p.m.	+ .5 hours
Tuesday	1 p.m. – 8:30 p.m.	Noon. – 8 p.m.	+ .5 hours
Wednesday	1 p.m. – 8:30 p.m.	Noon – 8 p.m.	+ .5 hours
Thursday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
Saturday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
	43.5 hours	45 hours	+ 1.5 hours

Bay View, Capitol, East, Mill Road, Washington Park, Zablocki	Current Hours @ Six (6) locations	Proposed Hours @ all locations	Change
Monday	10 a.m. – 8:30 p.m.	Noon. – 8 p.m.	- 2.5 hours
Tuesday	10 a.m. – 8:30 p.m.	Noon. – 8 p.m.	- 2.5 hours
Wednesday	10 a.m. – 8:30 p.m.	Noon – 8 p.m.	- 2.5 hours
Thursday	10 a.m. – 8:30 p.m.	10 a.m. – 5 p.m.	- 3.5 hours
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
Saturday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
	56 hours	45 hours	- 11 hours

Center Street Library

	Current Hours	Proposed Hours	Change
Monday	1 p.m. – 8:30 p.m.	Noon – 8 p.m.	+ .5 hour
Tuesday	1 p.m. – 8:30 p.m.	Noon – 8 p.m.	+ .5 hour
Wednesday	10 a.m. – 8:30 p.m.	10 a.m. – 8 p.m.	- .5 hour
Thursday	10 a.m. – 8:30 p.m.	10 a.m. – 8 p.m.	- .5 hour
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No Change
Saturday*	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No Change
*(Sept. – May)	50 hours	50 hours	No Change



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

October 6, 2008

To: Finance & Personnel Committee of the
Milwaukee Public Library Board of Trustees:
Chairman Marty Schreiber, Ald. Milele Coggs, Ald. Ashanti Hamilton,
Kathy Williams, David Riemer
Kevin Moloney, J.P. Morgan Asset Management
Taj Schoening
Bill Lenski

Fm: Paula A. Kiely
Library Director

Re: Finance & Personnel Committee Meeting
Wednesday October 15, 2008
8:00 a.m.-
Central Library, Meeting Room 1

MEETING NOTICE AND AGENDA

NEW BUSINESS

1. Quarterly Review of Fund Investments. The investment manager of the MPL Trust Fund will review the performance of the investments.
ACTION
2. Quarterly Report of the Internal Control of the MPL Trust and Gift Funds. Library Business Operations Manager Taj Schoening will report on internal accounting management.
ACTION
3. 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.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
FINANCE & PERSONNEL COMMITTEE
MINUTES
Wednesday, October 15, 2008
Central Library
Meeting Room 1**

PRESENT: Sharon Cook, Art Harrington, David Riemer, Marty Schreiber,
Paula Kiely

EXCUSED: Ald. Milele Coggs, Ald. Ashanti Hamilton, Kathy Williams

STAFF

PRESENT: Bruce Gay, Bill Lenski, Taj Schoening, Crystal Sura, Paul Wilant

OTHERS Kevin Moloney, J.P. Morgan Securities, Inc.

PRESENT: Amy Hefter, Legislative Reference Bureau

The meeting of the Board of Trustees Finance & Personnel Committee was called to order by Chair Marty Schreiber at 8:05 a.m. on Wednesday October 15, 2008 with a quorum present.

-
1. **Quarterly Review of Fund Investments.** Chair Marty Schreiber introduced Mr. Kevin Moloney, Investment Specialist from JP Morgan Securities. The Board received the MPL Investment Performance Report ending September 30, 2008 prior to the meeting. Mr. Moloney provided the committee with an overview of the economy and market. He stated that the recent market capital infusion from the federal government was a move that will free up banks to lend to each other and free up money to lend to consumers and corporations. The market is expected to remain volatile. Director Kiely stated that she expects to come to the Committee in November with a recommendation for spending from the Trust Fund for library expenses in 2009 and asked Mr. Moloney for guidance. Mr. Moloney responded that the fund has decreased 14% since last year but approximately 50% of the fund is low-risk cash & fixed income which would allow for a withdrawal. The MPL Investment Performance Report was reviewed. No changes in investment allocations were recommended at this time. The Committee accepted the report. An account summary is attached at the end of these minutes.

No action was taken.

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2. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.** Library Business Operations Manager Taj Schoening reported to the Board that all reconciliations and statements have been reviewed and approved monthly and have been found to be in good order. The MPL Trust and Gift Funds Balance Sheet as of September 30, 2008 and the MPL Trust and Gift Funds Revenues and Expenditures through September 30, 2008 were distributed and are attached at the end of these minutes.

Informational item.

-
3. **Other New Business.** None.

With no further business at hand, the meeting of the Library Board's Finance & Personnel Committee was adjourned at 8:25 a.m. on Wednesday, October 15, 2008.

MPL Trust and Gift Funds
Balance Sheet
As of September 30, 2008

	<u>Sep 30, 08</u>
ASSETS	
Current Assets	
Checking/Savings	
Certificate of Deposit	310,000.00
Checking - US Bank	8,469.98
Common Stock	895.00
JPMorgan Chase Bank, NA	2,247,089.95
Total Checking/Savings	<u>2,566,454.93</u>
Total Current Assets	<u>2,566,454.93</u>
TOTAL ASSETS	<u>2,566,454.93</u>
LIABILITIES & EQUITY	
Equity	
Agency Balances	
Architectural Archives	6,513.99
Interlibrary Loan	274.79
Library for the Blind	139,072.39
Total Agency Balances	<u>145,861.17</u>
Restricted - Gift	
Adult Programming	-155.36
Bookfellows of Milwaukee	1,112.33
General Library Development	24,112.13
Great Lakes Marine	10,993.54
Little Memorial, Clara	1,019.29
Marketing	1,017.95
Milwaukee Photo Collection	10,792.77
Railroad Drawings	14,515.82
Staff Training	125.00
Total Restricted - Gift	<u>63,533.47</u>
Restricted - Trust	
Danziger	25,021.76
Goldstein	6,669.40
Hunkel	73,967.97
Total Restricted - Trust	<u>105,659.13</u>
Unrestricted - Trust Fund	2,510,430.75
Net Income	-259,029.59
Total Equity	<u>2,566,454.93</u>
TOTAL LIABILITIES & EQUITY	<u>2,566,454.93</u>

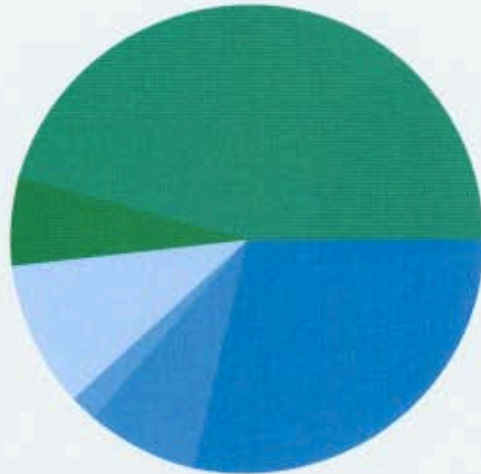
MPLTrust and Gift Funds
Revenues and Expenditures - Total All Funds
January through September 2008

	<u>Jan - Sep 08</u>
Ordinary Income/Expense	
Income	
Bequests	132,884.43
Facilities Rental	16,822.20
Gifts	4,457.50
Investment Income	
Gains and Losses	-412,480.07
Interest and Dividends	52,515.86
Total Investment Income	-359,964.21
Other Income	6,435.75
Sale of Materials	6,652.63
User Fees	1,470.00
Total Income	-191,241.70
Expense	
Equipment Purchases	13,126.21
Events	2,346.30
Honorarium	6,320.00
Library Materials	204.79
Memberships	1,567.00
Mileage	698.74
Miscellaneous Expenses	333.23
Outside Services	11,504.42
Photo Reproductions	1,007.69
Professional Fees	16,435.75
Sales Tax	-50.22
Supplies	10,174.06
Telephone	209.40
Training	3,910.52
Total Expense	67,787.89
Net Ordinary Income	-259,029.59
Net Income	<u>-259,029.59</u>

Asset allocation summary

Balanced

Current allocation



- Equity**
 - US Large Cap Eq
 - US Mid Cap Eq
 - US Small Cap Eq
 - Non US Eq
- Fixed Income**
 - Cash & Enhncd
 - US Fixed Inc

	Market Value 9/30/2008	Current % allocation
Equity	\$1,083,600	48.2%
US Large Cap Eq	\$645,749	28.7%
US Mid Cap Eq	\$169,968	7.6%
US Small Cap Eq	\$41,548	1.8%
Non US Eq	\$226,336	10.1%
Fixed Income	\$1,163,490	51.8%
Cash & Enhncd	\$137,105	6.1%
US Fixed Inc	\$1,026,384	45.7%
Total	\$2,247,090	100.0%

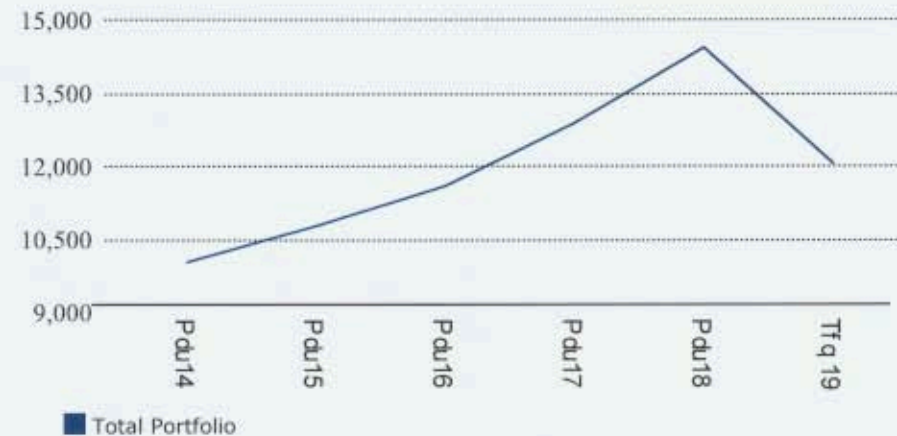
ATTACHMENT A-P, 12 of 14
MPL MINUTES 10/15/08
p. 14

Analysis of change in summary market value

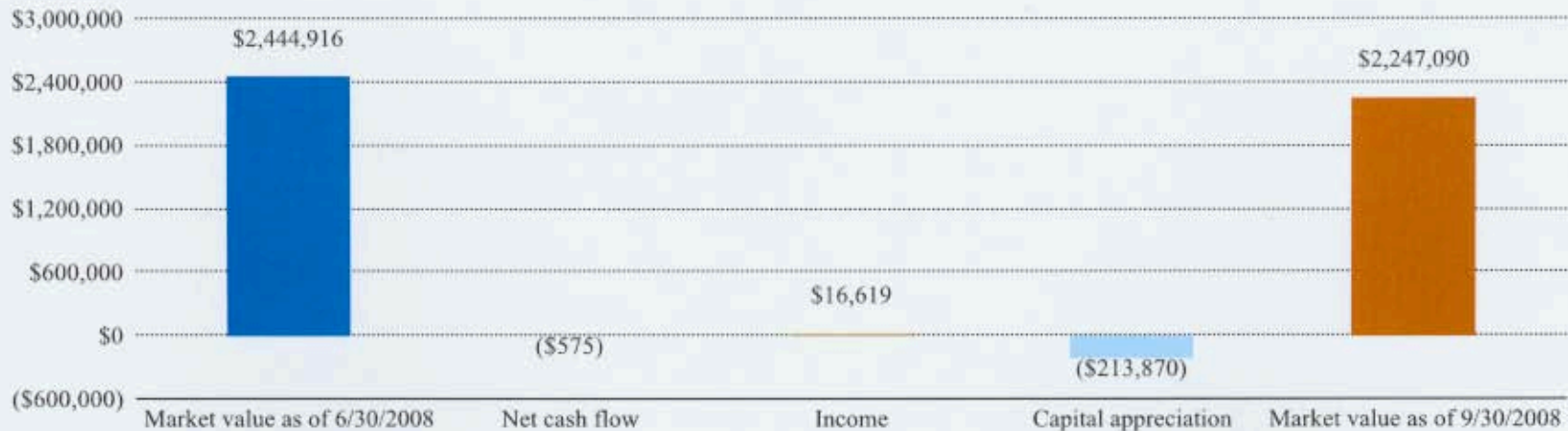
Summary market value

	6/30/2008- 9/30/2008	12/31/2007- 9/30/2008	Since inception 10/31/03
Beginning market value	\$2,444,916	\$2,615,915	\$2,550,558
Additions	\$0	\$0	\$266,123
Withdrawals	(\$575)	(\$5,396)	(\$1,048,857)
Fees	\$0	\$0	(\$23,635)
Net cash flow	(\$575)	(\$5,396)	(\$806,368)
Income	\$16,619	\$48,964	\$558,453
Capital appreciation	(\$213,870)	(\$412,392)	(\$55,553)
Ending market value	\$2,247,090	\$2,247,090	\$2,247,090

Growth of \$10,000



Performance



ATTACHMENT A-P. 13 of 14
MPL MINUTES 10/15/08
P. 15



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

October 7, 2008

To: Milwaukee Public Library Board of Trustees

Fr: Paula A. Kiely, Library Director

Re: **2009 MPL Board Meetings**

January 20, Tuesday	8:15 a.m.	Central Library*
February 17, Tuesday	8:15 a.m.	Central Library
March 17, Tuesday	8:15 a.m.	Central Library
April 22, Wednesday	8:15 a.m.	Villard Avenue Library · 3310 W. Villard Ave.
May 19, Tuesday	8:15 a.m.	Central Library
June 17, Wednesday	8:15 a.m.	East Library · 1910 E. North Ave.
July 21, Tuesday	8:15 a.m.	Central Library
August	Recess	
September 23, Wednesday	8:15 a.m.	Atkinson Library · 1960 W. Atkinson Ave.
October 21, Wednesday	8:15 a.m.	Central Library
November 18, Wednesday	8:15 a.m.	Central Library
December 15, Tuesday	8:15 a.m.	Central Library

* All Central Library meetings will be held in Meeting Room 1.

MILWAUKEE PUBLIC LIBRARY
Year 2009 Adopted Budget Overview

OPERATING BUDGET	2008 Adopted Budget	2009 Adopted Budget	Change from 2008 to 2009
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	1,011,898	25,823 3%
Energy	748,800	754,415	5,615 1%
Equipment	227,297	218,849	(8,448) -4%
Books and Materials	1,682,024	1,571,010	(111,014) -7%
TOTAL	\$22,455,648	\$21,789,723	(\$665,925) -3%
TOTAL less Fringe Benefits	\$17,130,992	\$16,637,575	(\$493,417) -3%

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.

**2009
Preferred Weekly Schedule**

Central Library¹

	Current Hours	Proposed Hours	Change
Monday	9 a.m. – 8:30 p.m.	9 a.m. – 7 p.m.	-1.5 hours
Tuesday	9 a.m. – 8:30 p.m.	9 a.m. – 7p.m.	-1.5 hours
Wednesday	9 a.m. – 8:30 p.m.	9 a.m. – 5:30 p.m.	-3 hours
Thursday	9 a.m. – 5:30 p.m.	9 a.m. – 5:30 p.m.	No change
Friday	9 a.m. – 5:30 p.m.	9 a.m. – 5:30 p.m.	No change
Saturday	9 a.m. – 5:30 p.m.	9 a.m. – 5:30 p.m.	No change
	60 hours	54 hours	-6 hours

Neighborhood Libraries Hours

Atkinson, Forest Home, ML King, Tippecanoe, Villard	Current Hours @ Five (5) locations	Proposed Hours @ these Five (5) locations	Change
Monday	1 p.m. – 8:30 p.m.	12:30 p.m. – 8:30 p.m.	+ .5 hours
Tuesday	1 p.m. – 8:30 p.m.	12:30 p.m. – 8:30 p.m.	+ .5 hours
Wednesday	1 p.m. – 8:30 p.m.	12:30 p.m. – 8:30 p.m.	+ .5 hours
Thursday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
Saturday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
	43.5 hours	45 hours	+ 1.5 hours

Bay View, Capitol, East, Mill Road, Washington Park, Zablocki	Current Hours @ Six (6) locations	Proposed Hours @ Three (3) of these locations TBD	Change
Monday	10 a.m. – 8:30 p.m.	12:30 p.m. – 8:30 p.m.	- 2.5 hours
Tuesday	10 a.m. – 8:30 p.m.	12:30 p.m. – 8:30 p.m.	- 2.5 hours
Wednesday	10 a.m. – 8:30 p.m.	12:30 p.m. – 8:30 p.m.	- 2.5 hours
Thursday	10 a.m. – 8:30 p.m.	10 a.m. – 5 p.m.	- 3.5 hours
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
Saturday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No change
	56 hours	45 hours	- 11 hours

TBD	Current Hours	Proposed Hours @ Three (3) locations TBD	Change
Monday	10 a.m. – 8:30 p.m.	10 a.m. – 8:30 p.m.	No Change
Tuesday	10 a.m. – 8:30 p.m.	10 a.m. – 8:30 p.m.	No Change
Wednesday	10 a.m. – 8:30 p.m.	10 a.m. – 8:30 p.m.	No Change
Thursday	10 a.m. – 8:30 p.m.	10 a.m. – 8:30 p.m.	No Change
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No Change
Saturday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No Change
	56 hours	56 hours	None

Center Street Library

	Current Hours	Proposed Hours	Change
Monday	1 p.m. – 8:30 p.m.	1 p.m. – 8:30 p.m.	No Change
Tuesday	1 p.m. – 8:30 p.m.	1 p.m. – 8:30 p.m.	No Change
Wednesday	10 a.m. – 8:30 p.m.	10 a.m. – 8:30 p.m.	No Change
Thursday	10 a.m. – 8:30 p.m.	10 a.m. – 8:30 p.m.	No Change
Friday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No Change
Saturday	10 a.m. – 5 p.m.	10 a.m. – 5 p.m.	No Change
	50 hours	50 hours	No Change

System Totals

	Current Hours	Proposed Hours	Change
	663.5	632	-31.5 (-4.7%)

¹ 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

October 13, 2008

To: Bylaws Committee of the
Milwaukee Public Library Board of Trustees:
Chairman Joan Prince, Ald. Milele Coggs, Art Harrington,
Ald. Nik Kovac, David Riemer

Fm: Paula A. Kiely
Library Director

Re: Bylaws Committee Meeting
Tuesday October 28, 2008
8:30 a.m.-9:30 a.m.
Central Library, Trustees Room

MEETING NOTICE AND AGENDA

NEW BUSINESS

1. Committee Purpose. The Chair will review the purpose and goals of the committee.
INFORMATION
2. Timeline. The Chair will present a timeline for the work and will schedule future meetings.
INFORMATION
3. Review of Bylaws. Members will review a beginning list of issues to be addressed during the bylaws review process and begin discussion.
INFORMATION
4. Other issues.

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
BYLAWS COMMITTEE
MINUTES
Tuesday, October 28, 2008
Central Library Trustees Room**

PRESENT: Joan Prince, Art Harrington, David Riemer, Paula Kiely

EXCUSED: Ald. Milele Coggs, Ald. Nik Kovac

STAFF

PRESENT: Crystal Sura

The meeting of the Board of Trustees Bylaws Committee was called to order by Chair Joan Prince at 8:35 a.m. on Tuesday October 28, 2008. Trustee Harrington participated by conference phone and left the meeting at 8:55 a.m.

1. **Committee Purpose.** Chair Joan Prince stated that current Milwaukee Public Library Board of Trustees Bylaws were adopted in 1996 and were amended in 2001. The committee's goal is to conduct a comprehensive review of the bylaws and revise as necessary for up-to-date library board operation. The revisions will be presented to the whole Board for review and discussion.

Informational item.

-
2. **Timeline.** Trustee Prince presented a timeline for the bylaws committee review process. She is expecting the committee to meet monthly, reviewing with the full Board in March and April, with final approval on May 19, 2009. The meetings will be held in the Central Library Trustees Room on October 28, 8:30 a.m.; November 14, 1:00 p.m.; December 16, 8:30 a.m.; January 9, 8:30 a.m.; and February 12, 8:30 a.m.

Informational item.

-
3. **Review of Bylaws.** Materials for consideration, distributed with the agenda, include: the current bylaws; Wisconsin Statutes Chapter 43; "Trustee Essentials" produced by the Wisconsin Department of Public Instruction; Open Meetings Law and Library Board Closed Sessions; and the Urban Library Council Bylaws.

Trustee Prince stated that all library board bylaws must comply with all relevant statutes. In addition, all board meetings and board committee meetings must comply with Wisconsin's open meetings law. According to the "Trustee Essentials" the board bylaws should spell out at a minimum: 1) the library board officers to be elected, how they are elected, and the powers and responsibilities of each officer; 2) when meetings are held, and how meetings are conducted; 3) what committees are appointed, how they are appointed, and what they do; 4) how the bylaws are amended.

3. **Review of Bylaws.** (continued)

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.

Trustee Prince asked for the library's mission and vision statement that may replace article I – Name and Purpose. The MPL Board of Trustees Statement of Principles was reviewed. Trustee Prince asked for the definition of a 'first class city' as noted in the "Trustee Essential" and how many members constitute a quorum. Director Kiely stated that Milwaukee is the only 'first class city' in Wisconsin. President Riemer suggested contacting the City Attorney regarding a change in the bylaws that states a quorum is present unless someone suggests its absence.

Director Kiely noted that the Budget and Finance Committee listed in Article IX has changed significantly. Discussion ensued regarding the City of Milwaukee budget process. Ms. Kiely suggested that the Board President, Vice-President and chair of the Finance Committee meet with Mayor Barrett to clarify the process and the Board's role to accurately reflect the definition of the committee.

President Riemer questioned the logic of having a county supervisor on the board and suggested the State Statutes be changed. Ms. Kiely responded that MPL is the resource library for the Milwaukee County Federated System and the library receives funding for that.

Trustee Prince assigned sections of the MPL board bylaws to each committee member for review and revision to draft an initial document, with the changes tracked, for the next committee meeting.

Informational item.

4. **Other Issues.** None.

With no further business at hand, the meeting of the Library Board's Bylaws Committee was adjourned at 9:45 a.m. on Tuesday October 28, 2008.

10-21-08

A QUALITY
EDUCATION
FOR
EVERY
CHILD



State of Wisconsin Department of Public Instruction

Elizabeth Burmaster, State Superintendent

October 10, 2008

Dear Library Board President:

On September 18 in our State Capitol, I presented my annual address on the state of education in Wisconsin and reported on my budget request for the next biennium. My budget request calls for the reinvestment that our schools and libraries need to keep our families, our children, and our state competitive in the 21st century.

In my budget request for the next biennium, I have requested funds to support the local investment your communities are making in your public libraries. I have requested full 13 percent index level funding for Wisconsin's 17 public library systems, funding to expand BadgerLink resources, and full funding for the four statewide resource contracts. I have also requested funding to cover half of the statewide backbone delivery costs currently incurred by public library systems. My budget request will now be reviewed by the Governor, who will submit a proposed budget to the legislature early in 2009.

Earlier this year, a research report produced by NorthStar Economics demonstrated that Wisconsin public libraries contribute more than \$4 for every dollar taxpayers invested. Quantifying the economic impact of libraries on the local, regional, and state economy adds another important piece of information regarding the value of public libraries. Our public libraries nurture young readers, support K-12 students, and provide access to information and technology necessary for lifelong learning. Public libraries are centers of their communities and daily make invaluable contributions to local and regional economic development.

As you know, support for Wisconsin public library service is based on a partnership of local government, regional library systems, and the state. My budget request is designed to ensure that the state keeps up our end of the partnership. Department of Public Instruction library programs support cost-effective resource sharing and other cooperative services that help you provide the best possible local library service.

By working toward a common goal, we can make sure that all residents of Wisconsin have top quality library service. Through your work we can help keep our families, our children, and our state competitive in the 21st century.

I thank you for your service to all of the citizens of Wisconsin. Through your efforts you are making Wisconsin a better place to live and you are creating a brighter future for every resident of the state.

Sincerely,

Elizabeth Burmaster
State Superintendent

EB:mhc

ULC Welcomes Dr. Joan M. Prince

New Board member brings wealth of community-building experience

ULC welcomes new Board member Dr. Joan M. Prince, Vice Chancellor for Partnerships and Innovation at the University of Wisconsin Milwaukee (UWM) and President of the Milwaukee Public Library Board of Trustees (www.mpl.org/file/library_policies.htm).

Joan's work at UWM parallels the work of today's urban library. At the university, she's framing a strategic plan for organizational change that will build a vibrant campus-community partnership, and as Joan puts it, a partnership "that is both profitable and transformative in philosophy."

Her role includes leading external relations for the campus, building university-community communication and engagement. She develops innovative partnerships between Milwaukee's corporate and non-profit sectors and faculty, improving the

quality and range of revenue-generating contracts and grants. Overall, Joan works to enhance the University's image as a premier urban research university through engagement of all community members in positive internal and external alliances.

ULC is delighted Joan will be sharing her passion for improving community life with our organization, and Joan says the feeling is mutual. "I am excited and energized to have a role in a movement that will target impact and outcomes for library professionals, youth and other sectors of our world communities," says Joan. "Libraries have the extraordinary opportunity to be seen and utilized as the premier community connection and gathering place. There is no greater environment than the urban libraries for people to come together to access, share and disseminate knowledge that impacts their daily lives."

F O R E S I G H T

→ 2 0 2 0



ULC's Fast Forward Conference held in June in Anaheim centered on the question, "What is the future of learning in 2020?" More to the point, "What is the intersection of the future of learning and the future of public libraries?"

Here are a few highlights from the day to consider.

The Future: The predominant theme of the day was the continued rise of open networks of individuals and communities that learn by contributing, customizing, collaborating and building collective content.

The Challenges: Speakers offered a number of answers. Keynote John Seely Brown suggests it is not the gap in technology, but the gap in the practice of using new technologies. Omar Wasow suggests it's the investment in appropriate technologies matching the needs of the vast majority of people who are becoming literate and entering the economy. Omar feels the way decisions are made and ideas are developed contributes to tremendous barriers to access. J.C. Herz believes the challenge is situating learning in a local context that has meaning for the learner. Joe Janes questions whether public libraries are truly building in the new real estate - the internet neighborhoods.

The Opportunities: As the success of traditional learning institutions is defined more and more narrowly (i.e. organizations that produce good test takers), there's an immense territory opening for public libraries to support and more widely distribute self-directed and social learning opportunities. Libraries can be the scaffold for "tinkering" and "thinkering," laboratories that rapidly spin out new prototypes for education and enterprises. They can be places where traditionally unsuccessful students become successful learners. Libraries can capitalize on hyper-local content, helping people understand and participate in their community. There are also opportunities to shift the values of people working in libraries by emphasizing collaboration, play, vision, reflection, interaction, creativity, participation and openness.

Conversations started in Anaheim will continue online at: www.ulc2020.org. Email: ULCForesight2020@urbanlibraries.org for your username today!

SAVE THE DATE!

Agents for Change in a Complex World

Please join us for ULC's next audio conference on Wednesday, September 10, 2008, at noon (CST) featuring Adam Kahane, a Partner in Generon Reos LLC (www.reospartners.com); and OCLC's V.P. of Global Marketing and V.P. of the Americas (www.oclc.org), Cathy de Rosa.



Give your staff the opportunity to envision the library as a stimulus for the future by learning how a strategy of balancing Love and Power can help your organization become savvy social change agents in the community you serve.

De Rosa will review findings of the OCLC report "From Awareness to Funding" which points to new collaborative roles and sources of funding for the next generation of public library services.

Registration will be available on the ULC website on Friday, August 1st at: www.urbanlibraries.org/events/schedule.html or call ULC at: 312-676-0960 for registration information.

MILWAUKEE PUBLIC LIBRARY SYSTEM
PERSONNEL ACTIONS

COVERING PERIOD: September 21, 2008 through November 01, 2008

The Secretary reports the following personnel actions:

APPOINTMENT

Alejandro Roman-Roche - Library Circulation Aide - Circulation 10/06/08

TEMPORARY APPOINTMENT

Frank Kotajarvi - Carpenter - Maintenance 10/23/08

REINSTATEMENT

Sarah Bowen - Library Circulation Aide - Circulation 10/04/08

PROMOTION

Beth Blaesing - Librarian II - Subject Services 10/19/08

TO: Librarian III - Subject Services

Irene Moraniec - Librarian II - Martin Luther King 10/19/08

TO: Librarian III - Martin Luther King

Jackelyn Potratz - Librarian II - Subject Services Selector 10/19/08

TO: Librarian III - Subject Services Selector

PROMOTION/TRANSFER

Ahnong Vang - Library Circulation Assistant II - Circulation 10/05/08

TO: Office Assistant III - Business Office

INTERDEPARTMENTAL TRANSFER

Wanda Cardec - Office Assistant II - Library f/t Blind & Physically Handicapped 10/03/08

TO: Court Assistant III - Municipal Courts

LEAVE OF ABSENCE 24.0 or more hours.

Charmari Canady - Library Circulation Assistant I - Zablocki 38.3 hours 10/21/08

Alfred Jakober - Custodial Worker II CL - Maintenance 35.7 hours 10/06/08

Mary Jeske - Library Circulation Assistant - Circulation 32.0 hours 09/29/08

Raphael Jones - Custodial Worker II CL - East 66.2 hours 09/22/08

Raphael Jones - Custodial Worker II CL - East 80.0 hours 10/05/08

Raphael Jones - Custodial Worker II CL - East 80.0 hours 10/20/08

Rose Laack - Library Technician II - Technical Services 28.0 hours 09/22/08

Rose Laack - Library Technician II - Technical Services 45.0 hours 10/08/08

Joy Price - Library Reference Assistant - Center Street 24.0 hours 10/06/08

Leslie Roberts - Library Circulation Assistant II - Youth and Community Outreach Services 32.0 hours 10/06/08

Hazel Smith - Library Circulation Assistant I - Library f/t Blind & Physically Handicapped 24.0 hours 10/29/08

Brandy Willis - Library Circulation Assistant I - Circulation 34.1 hours 09/22/08

Brandy Willis - Library Circulation Assistant I - Circulation 26.7 hours 10/06/08

SUSPENSION

Katherine Connerton - Library Circulation Assistant I - Circulation - 3 days 10/27/08

Roberto Delgado - Custodial Worker II CL - Maintenance - 3 days 10/27/08

MILWAUKEE PUBLIC LIBRARY SYSTEM
PERSONNEL ACTIONS

RESIGNATION

Lauren Bolinski - Library Circulation Aide - Circulation	10/15/08
Linda Scrimenti - Library Circulation Aide - Tippecanoe	09/27/08

TERMINATION WITHIN PROBATION

Cyle Agee- Library Circulation Aide - Circulation	10/14/08
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RETIREMENT

Frank Kotajarvi - Carpenter - Maintenance - 8 years of service	09/27/08
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**MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
As of October 31, 2008**

REVENUES	2008			2007		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
CITY						
Fines	\$360,000		\$317,169	\$361,000		\$285,692
Lost Materials ,etc.	143,400		105,115	137,700		100,025
MCFLS Contracts	912,487		688,393	1,396,715		1,051,898
Additional City Appropriation	21,168,827		18,200,824	21,374,495		16,641,942
Total City Revenue	<u>\$22,584,714</u>	91%	<u>\$19,311,501</u>	<u>\$23,269,910</u>	91%	<u>\$18,079,557</u>
CONTRACT GRANTS						
Center Street	\$492,774		\$384,779	\$498,461		\$372,636
LBPH	921,200		285,901	916,824		254,411
ILS	92,650		28,991	78,250		21,941
Total Contract Grant Revenue	<u>\$1,506,624</u>	6%	<u>\$699,671</u>	<u>\$1,493,535</u>	6%	<u>\$648,988</u>
FOUNDATION FUNDS						
	\$588,545	2%	\$365,697	\$635,971	2%	\$315,296
TRUST FUND						
	\$200,000	1%	\$168,512	\$176,000	1%	\$139,240
TOTAL REVENUES	<u><u>\$24,879,883</u></u>	100%	<u><u>\$20,545,381</u></u>	<u><u>\$25,575,416</u></u>	100%	<u><u>\$19,183,081</u></u>

EXPENSES	2008			2007		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
CITY						
Salaries	\$12,986,992		\$10,794,219	\$13,050,330		\$10,296,435
Fringe Benefits	5,324,656		5,131,572	5,397,139		4,333,604
Supplies and Services	2,276,293		1,598,130	2,318,204		1,771,303
Equipment (Computers,etc.)	314,749		245,585	217,415		81,593
Materials (Books, media, etc.)	1,682,024		1,541,995	1,786,822		1,596,622
Reciprocal Borrowing	0		0	500,000		0
Total City Expenses	<u>\$22,584,714</u>	91%	<u>\$19,311,501</u>	<u>\$23,269,910</u>	91%	<u>\$18,079,557</u>
CONTRACT GRANTS						
Center Street	\$492,774		\$384,779	\$498,461		\$372,636
LBPH	921,200		285,901	916,824		254,411
ILS	92,650		28,991	78,250		21,941
Total Contract Grant Expenses	<u>\$1,506,624</u>	6%	<u>\$699,671</u>	<u>\$1,493,535</u>	6%	<u>\$648,988</u>
FOUNDATION FUNDS						
Materials	\$508,855		\$322,530	\$556,041		\$270,342
Programming	79,690		43,167	79,930		44,954
Total Foundation Expenses	<u>\$588,545</u>	2%	<u>\$365,697</u>	<u>\$635,971</u>	2%	<u>\$315,296</u>
TRUST FUND						
Materials	\$137,500		\$121,248	\$123,000		\$105,591
Programming	27,000		19,228	21,000		15,431
Training	9,000		6,755	8,000		5,527
Marketing	24,000		19,317	20,000		11,938
Contingency	2,500		1,964	4,000		753
Total Trust Fund Expenses	<u>\$200,000</u>	1%	<u>\$168,512</u>	<u>\$176,000</u>	1%	<u>\$139,240</u>
TOTAL EXPENSES	<u><u>\$24,879,883</u></u>	100%	<u><u>\$20,545,381</u></u>	<u><u>\$25,575,416</u></u>	100%	<u><u>\$19,183,081</u></u>

Library Director's Report October 2008

The Budget Process continued throughout October. Amendments to the Mayor's budget were offered during the Finance and Personnel Committee's Amendment Day meeting. I testified at this meeting in response to amendments that would have cut the library's materials budget by 50% and eliminated the security manager position. I followed-up on these and other issues with individual Council members before Budget Adoption Day on November 7. I also worked with the Mayor's Office in preparing a message about the proposed amendment to cut materials funding that was sent to residents who had earlier contacted the Mayor about the possibility of library closings.

Many staff members and I attended election training and were scheduled to work during the November 4 election. We helped with absentee voting, worked at polling sites, processed absentee ballots, helped answer phones, and were on call the day of the election.

The Library participated in the City's Combined Giving Campaign by encouraging staff to make contributions via payroll deduction and through a series of fun events. Thanks to the leadership of Kathryn Mlsna (Circulation) and Danielle Rodriguez (Serials), the Library exceeded its goal with a total of \$45,069.32 in pledges (representing a 4.8% increase over last year) and \$6,714.58 from events. Library staff contributed a total of **\$51,783.90**. Pledge participation was 51.67% (up from 46.1%) which surpassed our goal of 50% this year.

I participated in the UW-Milwaukee School of Information Studies (SOIS) Advisory Council meeting and was elected chair. This group will provide feedback and input into the School's activities including those leading up to their reaccreditation by the American Library Association. I also participated in a panel discussion about the research needs of public libraries that was hosted by SOIS during their annual Research Day for students.

Campaigns

Back to School with a Library Card Campaign. Statistics for September to October 22, 2008 indicate a 4.3% increase in valid library cards held by children ages 6-14, our target audience.

Events

Children's Harvest Fest Celebration. The Central Library Children's Room kicked off the Harvest Fest celebrations on Saturday, October 4 with 1,061 people in attendance. This is the highest attendance we have ever had for a Harvest Fest celebration. We believe we are building a large audience due to "branding" the positive experience our attendees enjoy each year in addition to very good promotion.

Children's Harvest Fest Celebration (continued) The festivities included music by Fox & Branch, Bret Kemnitz, live animals from Havenwoods State Forest, and a learning station and craft with the Urban Ecology Center. There was an applesauce making demonstration - with a sampling of the end product, and each child received a free pumpkin to decorate and take home. Finally, all enjoyed decorating a cookie to eat. The fun continued at the neighborhood libraries throughout the month with music programs.

Safe Harbor Appreciation Day. A partner in MPL's successful Safe Harbor grant, the Port of Milwaukee welcomed thirty-five volunteers and their guests to its headquarters for the annual appreciation day on September 28. The Wisconsin Marine Historical Society hosted the thank-you luncheon for volunteers and Port staff. The third partner in the major project, the Society administered the grant for the city, supervising all of the work and hundreds of hours of volunteer labor that created the Milwaukee Waterways database, now on the MPL webpage among the digital collections. Marine librarian Carolyn Colwell gave a program reviewing the Milwaukee Waterways project and the role the volunteers played in its success. The audience was encouraged to look at the database and to continue to support the collection by sharing their knowledge of Milwaukee's maritime history with any additional information they may have about the photos.

MPL Archives Talk. On Tuesday October 6 twenty local archivists and students participated in a group discussion of educational opportunities with archives at UWM's School of Information Studies. Gayle Ecklund and Virginia Schwartz encouraged the students to explore the world of archives by working as volunteers with the many different materials and projects among the rich resources at MPL. Students also attended remotely, as part of SOIS's exciting new distance education program offerings. As a result of the event a student has already expressed interest in volunteering at MPL.

Outreach at Milwaukee Public Museum. The evening of October 23, while MPL was hosting the Ben Franklin Dinner, Wisconsin Marine Historical Society Board members Scott Kuesel and Peter Scotland represented the Marine Collection at the Milwaukee Public Museum's open house for teachers and family at a private viewing of the Titanic Exhibit. Both men are divers and they displayed their diving apparatus while explaining the collection to over one hundred adults and children. There was much interest in the Library, its exhibits and programs.

Get Political @ Your Milwaukee Public Library Series. Author visits by Prof. Robert Fowler (*Wisconsin Votes: An Electoral History*) on October 1, and Dale Van Atta (*With Honor: Melvin Laird in War, Peace and Politics*) on October 14. Teen/young adult programming at Washington Park Library on October 25 – election trivia games and the film "Election Day" by Katy Chevigny, presented in collaboration with P.O.V., PBS' award-winning nonfiction film series. All teens also were invited to vote in a mock presidential election at all MPL locations. Election results: 437 votes cast; Barack Obama wins with 91% of the vote.

Milwaukee Book Festival. MPL hosted an author/poet visit by Jim Schley on Thursday, October 9. Schley spoke on the poetry of Robert Frost – 70 people attended.

Smart Money Week. MPL hosted a “Be A Smart Investor” program at Washington Park Library on Tuesday, Oct. 14, and two sessions of “Get Smart About Credit Day,” one at Central and another at Center Street Library. Ads were purchased in the *Milwaukee Community Journal*, *Milwaukee Courier*, and *Milwaukee Times*. The *Times* also ran an article on Smart Money Week featuring the MPL programs.

Exhibits

Milwaukee Brewers Baseball. With the Milwaukee Brewers baseball club successfully making it to the 2009 playoffs for the first time in 26 years, librarians Marion Kusnick and Mary Suess assembled a multi-media exhibit honoring the 2008 and 1982 teams at Central. Staff members donated their own memorabilia, and MPL materials from the collection were added to round out the exhibit. Five display cases of Brewers fun were located on the second floor during October, and an additional display was added outside the Media Room entrance.

Marketing

MPL on the Air!

Deputy Library Director Sandra Melcher was interviewed by WITI Fox 6’s Mike Lowe on Thursday, October 23 in Central Library regarding the popularity of Urban Fiction, also known as Street Lit, at MPL. The interview aired on October 28. Additional footage was gathered at Capitol Library, where two patrons agreed to be interviewed as well.

Children’s Coordinator Kelly Hughbanks appeared on WTMJ’s “The Morning Blend” talk show on Thursday, October 23 to promote MPL’s Halloween Happenings around the system, and to recommend scary books for children to read for the holiday.

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

Read All About It!

The November issue of *Milwaukee Magazine* included a HealthMatters 2009 supplement, a guide to Milwaukee-area health care. The article “Get the Scoop – How to find safe, accurate and reliable health information online” featured MPL’s Anna Walls, a librarian who focuses on health-related information. Not only did the article help readers find online health resources, but Anna also plugged the help that MPL librarians give as patrons try to sort out a plethora of information, the role of MPL databases in an information search, and “AskAway”, an 24/7 interactive resource for patrons to ask a librarian a question any time.

Kathryn Mlsna, former branch manager at Forest Home Library, was appointed Coordinator of Circulation and Security following the retirement of Sue Knorr in early August. The November issue of *M Magazine* included her appointment.

Read All About It! (continued) *M Magazine* also included a story entitled “Peak Performance” about My Vote Performs, an arts project where artists and performers will entertain voters as they wait to cast their ballots on November 4 at 12 different polling sites around the city. One site will be Centennial Hall, where performance artists will present around the theme of women’s suffrage. The photo that accompanied the article included the statue Ione in Centennial Hall as well as Central Library Director Joan Johnson.

Photos from MPL’s Historic Photo Collection appear in the Autumn 2008/Winter 2009 issue of *Experience Milwaukee* magazine.

The October 2 edition of the *Shepherd Express* included a section devoted to the Milwaukee Book Festival celebration. MPL bought an ad publicizing Jim Schley’s October 9 visit to Centennial Hall as part of the celebration. The Sunday, October 5 *Milwaukee Journal Sentinel (MJS)* Cue section cover story highlighted the many programs of the festival, including the Schley visit.

The October 5 *MJS* Crossroads section cover story ran an article by author Dale Van Atta, with excerpts from his book *With Honor: Melvin Laird in War, Peace and Politics*. Van Atta’s October 14 visit to Centennial Hall was prominently featured in this story.

The *MJS* editorial board ran an editorial on Friday, October 10 encouraging aldermen to include \$1 million in the 2009 budget to plan and develop a new Villard Library as part of a mixed-use building project tentatively planned for land at 35th and Villard Ave.

MPL’s 2009 budget hearing was held on Friday, October 10 before the Common Council’s Finance and Personnel committee. The *MJS* reported on this hearing in its October 11 issue, where references to Library Director Paula Kiely’s presentation were mentioned. A letter to the editor commenting on Library Board of Trustees President David Riemer’s role in the budget ran in the October 17 issue, and President Riemer’s response ran in the October 22 issue. Following the October 20 joint public hearing on the 2009 budget, the *MJS* ran a story that included a quote from library staff member Kathleen Hurley, who addressed the mayor and aldermen. WISN Channel 12 news also included a clip featuring Hurley. Other news articles on the 2009 budget process during October often included references to MPL’s budget.

The *MJS*, *Shepherd Express*, *MetroParent*, 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.

HarvestFest Celebration Marketing Efforts.

- Print ads in the *Milwaukee Journal Sentinel* on September 26, 28, 30 and October 2. The first two ads ran in the Cue Section, while the second two ran in the Local Section, a new strategy whereby a different ad placement reaches a different audience;

HarvestFest Celebration Marketing Efforts. (continued)

- An ad in the October *MetroParent Magazine*;
- An online presence on [www.milwaukeemoms.com](http://www.milwaukee moms.com) and its event calendar that targets our specific audiences;
- An online presence on Milwaukee Downtown's "Hotlist" – reaches 7,000+ subscribers;
- Kelly Hughbanks' appearance on WTMJ Channel 4's "Morning Blend" talk show and WITI Fox 6's "Wake Up News" program;
- Community calendar entries; and
- Wide distribution of the fall calendar to schools and community organizations.

We thank the Foundation for funding the paid advertisements.

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
October 2008
CIRCULATION

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	52,217	48,650	7.33%	485,455	472,372	2.77%
Atkinson	8,846	7,223	22.47%	75,415	63,761	18.28%
Bay View	22,817	21,515	6.05%	221,310	209,605	5.58%
Capitol	18,847	19,981	-5.68%	183,264	180,854	1.33%
Center Street	6,585	6,129	7.44%	52,801	49,924	5.76%
East	21,951	21,984	-0.15%	209,484	220,343	-4.93%
Forest Home	15,182	13,315	14.02%	132,686	113,852	16.54%
Martin Luther King	8,774	7,257	20.90%	70,766	57,766	22.50%
Mill Road	15,166	14,350	5.69%	141,079	134,054	5.24%
Mobile Library Van	3,398	3,835	-11.40%	33,352	40,685	-18.02%
Tippecanoe	15,664	16,907	-7.35%	156,834	154,974	1.20%
Villard Avenue	9,776	7,817	25.06%	78,945	69,079	14.28%
Washington Park	13,755	13,584	1.26%	123,106	122,184	0.75%
Zablocki	28,239	28,090	0.53%	272,199	269,199	1.11%
TOTAL	241,217	230,637	4.59%	2,236,696	2,158,652	3.62%

Factors affecting statistics this month:

Increases:

Continued increase of popular, high demand items including Urban Fiction and media titles at most libraries.

Increase in circulation of adult DVDs due to the change in the media holds policy.

Creative programs including:

Martin Luther King - Job program series in partnership with Milwaukee Job Development.

Villard Avenue - Creative Dreams Art Workshop in partnership with Jeanette Wright-Claus, professional artist.

Zablocki - Family Story Hour and Bilingual Story Hour programs for children.

Decreases:

Youth & Community Outreach Services (YCOS) - fewer sites served in 2008 due to reorganization of services.

Tippecanoe - Road construction on Howard Avenue.

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
October 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	54,189	50,347	7.63%	466,870	452,276	3.23%
Atkinson	10,318	10,311	0.07%	92,776	90,423	2.60%
Bay View	15,282	16,006	-4.52%	142,532	148,205	-3.83%
Capitol	16,252	15,999	1.58%	149,000	145,149	2.65%
Center Street	13,984	14,310	-2.28%	114,061	110,391	3.32%
East	17,155	18,568	-7.61%	171,217	186,424	-8.16%
Forest Home	16,507	15,478	6.65%	139,294	135,612	2.72%
Martin Luther King	10,507	10,102	4.01%	94,450	96,232	-1.85%
Mill Road	13,818	13,341	3.58%	131,851	127,309	3.57%
Mobile Library Van	383	326	17.48%	3,145	3,129	0.51%
Tippecanoe	13,072	12,051	8.47%	109,450	112,276	-2.52%
Villard Avenue	9,954	8,709	14.30%	84,651	80,113	5.66%
Washington Park	22,184	22,180	0.02%	192,992	183,838	4.98%
Zablocki	20,956	20,005	4.75%	186,248	186,474	-0.12%
Drive-In Traffic Count	2,106	2,532	-16.82%	19,625	21,987	-10.74%
TOTAL	236,667	230,265	2.78%	2,098,162	2,079,838	0.88%

Factors affecting statistics this month:

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Increase in circulation of adult DVDs due to the change in the media holds policy.

Creative programs including:

Martin Luther King - Job program series in partnership with Milwaukee Job Development.

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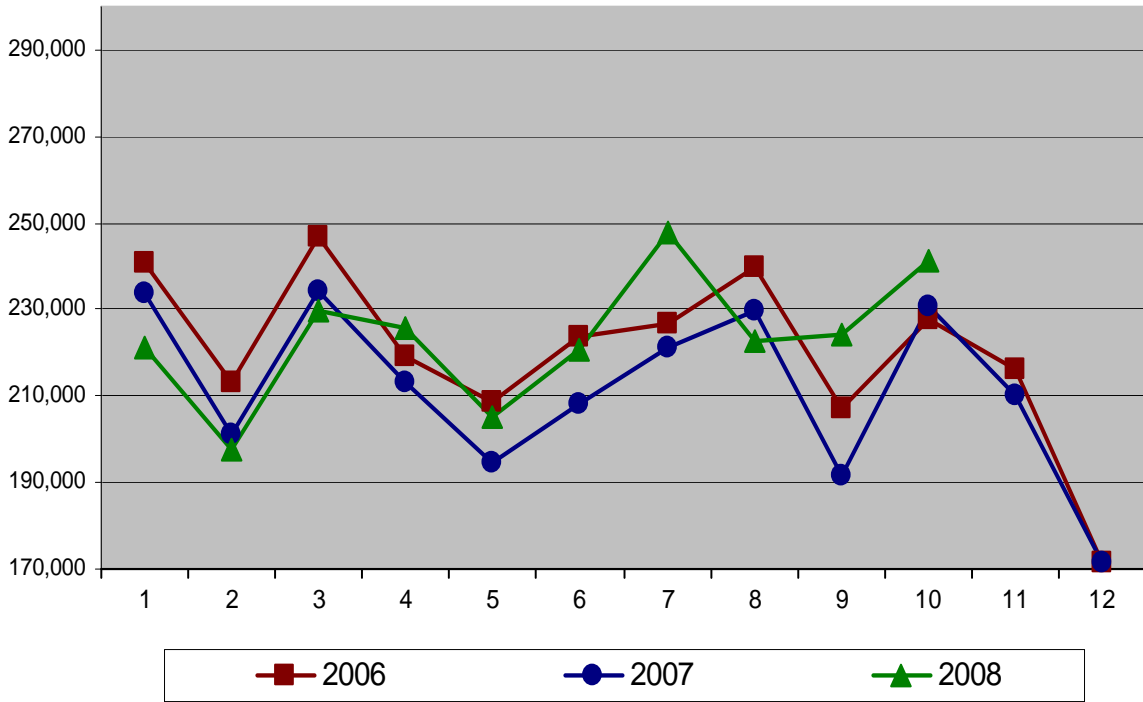
Zablocki - Family Story Hour and Bilingual Story Hour programs for children.

Decreases:

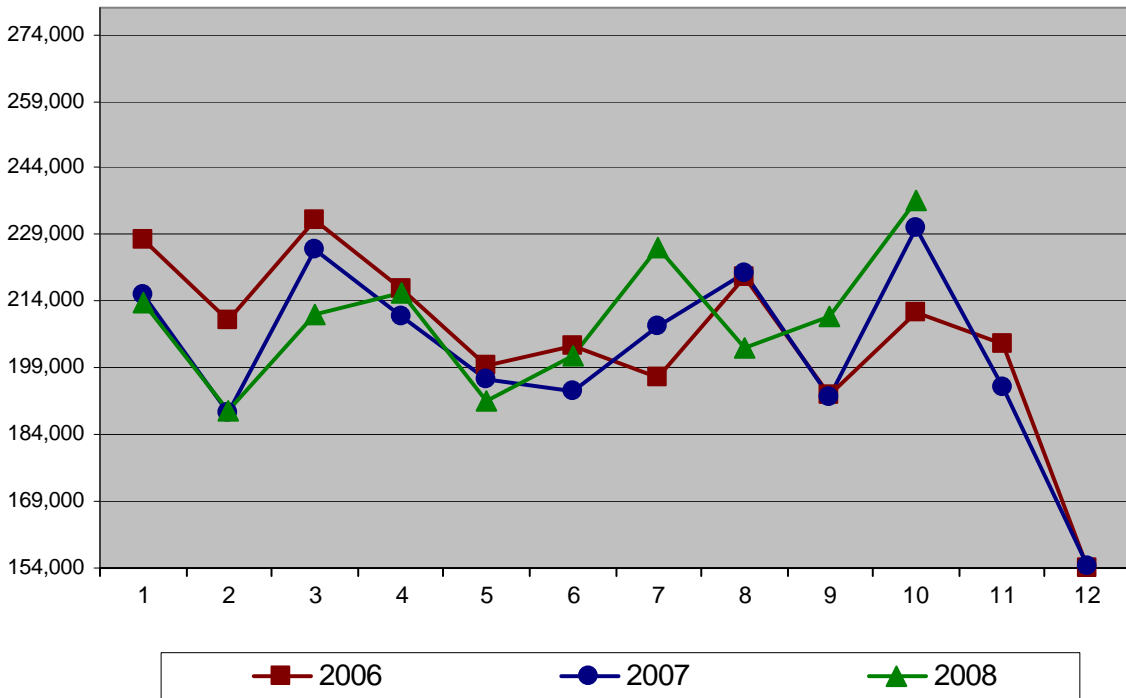
Youth & Community Outreach Services (YCOS) - fewer sites served in 2008 due to reorganization of services.

Tippecanoe - Road construction on Howard Avenue.

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



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



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

Unique Visitors to the MPL Website ¹						
October, 2007			October, 2008			Change
	32,401			30,785		-5.0%

Database Hits ²						
October, 2007			October, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
7,974	3,332	4,642	8,758	3,040	5,718	9.8%

Milwaukee Patron Holds Placed Through CountyCat ³						
October, 2007			October, 2008			Change
Total	In-library	Remote	Total	In-library	Remote	Change
49,487	13,020	36,467	33,823	8,105	25,718	-31.7%

Paging Slips ⁴						
	October, 2008	October, 2007	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	8,445	14,159	-40.36%	82,192	129,132	-36.35%
Atkinson	964	1,431	-32.63%	8,836	12,492	-29.27%
Bay View	1,519	3,009	-49.52%	15,509	26,219	-40.85%
Capitol	2,078	2,405	-13.60%	18,456	22,403	-17.62%
Center Street	540	1,168	-53.77%	9,343	10,912	-14.38%
East	1,842	2,526	-27.08%	17,124	23,562	-27.32%
Forest Home	983	1,288	-23.68%	8,899	11,886	-25.13%
Martin Luther King	840	1,332	-36.94%	7,747	11,315	-31.53%
Mill Road	1,424	1,764	-19.27%	13,646	16,795	-18.75%
Mobile Library Services	460	580	-20.69%	4,341	4,999	-13.16%
Tippecanoe	1,886	2,450	-23.02%	17,884	22,468	-20.40%
Villard Avenue	1,199	1,722	-30.37%	11,080	15,666	-29.27%
Washington Park	1,108	1,712	-35.28%	10,129	15,543	-34.83%
Zablocki	1,339	2,408	-44.39%	13,117	22,305	-41.19%
TOTAL	24,627	37,954	-35.11%	238,303	345,697	-31.07%

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

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

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

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