



MILWAUKEE

PUBLIC LIBRARY

Vision

MPL is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee.

Mission

Inspiration starts here – we help people read, learn, and connect.

BOARD OF TRUSTEES REGULAR MEETING

John Gurda, President

Michele Bria, Vice-President

Sup. Theo Lipscomb Sr., Financial Secretary

Paula Kiely, Secretary

JoAnne Anton, Denise Callaway, Ald. Milele Coggs, Sharon Cook,

Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Joan Prince, Dir. Mark Sain

Secretary's Assistant: Crystal Sura (414) 286-3021

Tuesday March 24, 2015

4:30 p.m.

Central Library

Meeting Room 1

814 W. Wisconsin Avenue

Milwaukee, WI 53233

AGENDA

PUBLIC COMMENT

Attachment A, page 4

SPECIAL COMMUNICATION

1. **New Trustee Introduction.** Ms. JoAnne Anton, new trustee appointed by Mayor Barrett, will be introduced.

Attachment B, page 6

RESOURCES / RECOMMENDATIONS / RESEARCH

2. **Brainfuse.** Public Computer Training Librarian Tiffany Robinson will demonstrate the use of Brainfuse, online tutoring for learners of all ages.

CONSENT AGENDA

Attachment C, page 7

3. **Regular Board Meeting Minutes January 27, 2015.**

4. **Committee Reports.**

Services & Programs Committee Meeting Minutes February 2, 2015.

5. **Administrative Reports.**

- a. Personnel Actions
- b. Financial Report
- c. Library Director's Reports

REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the February 9, 2015 and March 16, 2015 MCFLS Board meetings.
7. **Building & Development Committee.** Chair Bria will provide a report from the March 5, 2015 Building and Development Committee regarding a contract for the Tippecanoe renovation construction, and architect selection for the design of the Forest Home/Mitchell Development Project.

The Committee may vote to convene in Executive Session, pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of awarding the contract for the design of the Forest Home Branch at its new site on Mitchell Street. The Committee may reconvene in open session at the conclusion of its closed session.

Attachment D, page 59

8. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels will report on the fundraising efforts to-date and the Foundation Board Strategic Plan Session held on February 2, 2015.

OLD BUSINESS

9. **Follow-up to Strategic Discussion.** The Board will discuss the action taken as a result of the January discussion about community engagement and additional next steps.
10. **Wisconsin Library System Changes Update.** Director Kiely will update the Board on the developments related to the System and Resource Library Administrators' Association of Wisconsin (SRLAAW) and the Council on Library and Network Development (COLAND) recommendations.

Attachment E, page 63

NEW BUSINESS

11. **Wisconsin Library Association (WLA) Legislative Day.** Director Kiely will brief Trustees on the activities of library administration participating in Legislative Day on February 17, 2015.

Attachment F, page 64

12. **Department of Public Instruction and Statement Concerning Public Library System Effectiveness.** The Board will discuss its response regarding the MCFLS providing effective leadership and adequately meeting MPL's needs, as part of the public library annual report.

Attachment G, page 67

STRATEGIC DISCUSSION

13. **Branch Redevelopment Program.** The Board will discuss the community feedback received about the proposed new Mill Road Branch library and next steps.

REMINDER: *Next scheduled meetings are:*

April 1, 2015 – Finance & Personnel Meeting – Central Library 4:00 p.m.

April 2, 2015 – Building & Development – Central Library 8:00 a.m.

April 28, 2015 – Regular Meeting – East Library 4:30 p.m.

ADJOURNMENT

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

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.

From: Kiely, Paula
Sent: Tuesday, March 03, 2015 2:27 PM
To: Puente, Robert; McGovern-Rowen, Sam
Subject: RE: Milwaukee Road Library

Thank you, Alderman. We will share it.

It may be helpful for you to know the data we've found shows that trains run just 4 times daily. Two of those trips are during the day and the other 2 at night, with the trains running no faster than 20 mph.

Regarding the traffic from the gas station, we will look at how it compares to the current site.

The traffic report is in the works and we will share the results with you when we have it.

Best,
Paula

From: Puente, Robert
Sent: Tuesday, March 03, 2015 1:14 PM
To: Kiely, Paula; McGovern-Rowen, Sam
Subject: FW: Milwaukee Road Library

Please share the email below with the Library Board.

Thank you

Robert W. Puente
Alderman, 9th District
rpuent@milwaukee.gov
(414) 286-2868
(414) 286-3456 fax

From: Liddie Collins [mailto:collinsliddie@gmail.com]
Sent: Thursday, February 26, 2015 8:10 PM
To: Puente, Robert
Subject: Milwaukee Road Library

Hello Alderman Puente,

I wanted to state my opinion on the building of the new Mill Road Library. I want to this just in case something happens and I don't make the meeting next week, March 4, 2015. I had the wrong location for the Feb. 26, 015 meeting.

I am not concerned with the design or who got the contract to build the library. I am concerned about young people. and Young Lives Matter. The location on Good hope is unsafe for two reasons: the gas station and the railroad tracks.

The gas station on 76 and Good Hope is a busy gas station. I have observed how busy it is at different times of the day. A child happily going to the library(if at this location) is not going to watch for cars going in and out of a gas station. The cars whip into there sometimes pretty fast. So a child not seeing a car and a car not seeing a young person leads to disaster. And that is the same for the railroad track.

Do not put our children at risk by locating the new Mill Road Library to this location.

Liddie Collins
[REDACTED]
[REDACTED]



CATHOLIC WORKER HOUSE
OF HOSPITALITY

1131 N. 21st Street P.O. Box 05206
Milwaukee, WI 53205 Phone: 344-5745

Dear Library Director and MPL Board of Directors,

February 25th, 2015

We writing to oppose your current policy regarding people living at a "temporary residence". We find the fact that those without a "permanent residence", namely homeless people, have limited ability to check out materials as a discriminatory policy that should be changed immediately. Judging patrons because they are homeless and assuming that this will lead to more lost materials is no different than any other type of discrimination people who are currently homeless face on a daily basis. We do not understand why it is policy to deny people materials at a point in their lives where borrowed books and media items could be most beneficial and a great comfort.

We understand, from talking to several librarians, that this policy was a compromise from a worse policy previously in place, however this is little comfort to those currently facing limited library use.

Casa Maria a community dedicated to living out the values of loving our enemies and doing good by taking responsibility for the needy sisters and brothers in our society. We follow the tradition of the Catholic Worker Movement started by Dorothy Day and Peter Maurin in 1933 in New York. We believe in nonviolence as a way of life, gentle personalism, and the works of mercy. We choose to live a life of voluntary poverty, to live simply so that others may simply live.

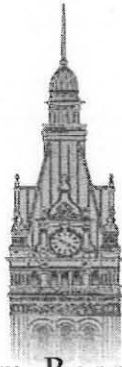


Sincerely,

Michael Komba
Casa Maria Catholic Worker Hospitality House
POB 05206
Milwaukee, WI 53205
414-344-5745

1131 N. 21st Street
casamariacatholicworker.weebly.com
facebook.com/casamariacatholicworker

ATTACHMENT A-P. 2 of 2
PUBLIC COMMENT



Tom Barrett
Mayor, City of Milwaukee

January 21, 2015

To the Honorable Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to make the following appointment to the Library Board:

JoAnne Anton – filling a vacancy
438 West National Avenue
Milwaukee, WI 53204

This appointment is pursuant to Section 43.54(1)(am), Wis.Stats.. Ms. Anton's term will commence upon taking of the oath of office.

This letter is being sent for the information of your Honorable Body.

Respectfully submitted,

A handwritten signature in black ink that reads "Tom Barrett". The signature is fluid and cursive, with the first name "Tom" and last name "Barrett" clearly legible.

Tom Barrett
Mayor

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday January 27, 2015
Central Library Meeting Room 1
814 W. Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda,
Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Sup. Theo Lipscomb,
Dir. Mark Sain, Paula Kiely

EXCUSED: Denise Callaway, Joan Prince

STAFF: Ryan Daniels, Panola Hall, Consuelo Hernandez, Joan Johnson, Dawn Lauber,
Sam McGovern-Rowen, Judy Pinger, Jacki Potratz, Taj Schoening, Crystal Sura,
Brooke VandeBerg

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Management Division

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:35 p.m. on January 27, 2015 with a quorum present.

PUBLIC COMMENT President Gurda called attention to an email from Mr. Greg Bird which states that library sites should be developed based on land-leases, attachment A, page 3 of the agenda.

RESOURCES / RECOMMENDATIONS / RESEARCH

1. **OverDrive E-Books.** The Board was given a demonstration of the use of OverDrive for downloading e-books using smart phones & iPads.

CONSENT AGENDA

After asking the Board if any items should be removed from the Consent Agenda, President Gurda stated that there being no objection, the following items contained in the Consent Agenda were approved and adopted:

2. Regular Board Meeting Minutes November 25, 2014
3. Special Board Meeting Minutes December 16, 2014
4. Committee Reports.
 - a. Executive Committee Meeting Minutes December 10, 2014
 - b. Finance & Personnel Committee Meeting Minutes January 7, 2015
5. Administrative Reports.
 - a. Personnel Actions
 - b. Financial Report
 - c. Library Director's Reports
 - d. MPL Accomplishments - 2014

REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board.** Resource Library Representative Trustee Kovac reported on the December 2, 2014 and January 12, 2015 MCFLS Board meetings. He said that the MCFLS Board reappointed the same officers, Mr. Paul Ziehler as President, Ms. Mardee Gruen as Vice-President and he continues as Treasurer. A new member, Dr. Martin Lexmond, was recently added to the Board. During the last MCFLS meeting, Director Gay highlighted his goals for MCFLS which are listed in the meeting minutes and can be accessed online at www.mcfls.org. Informational item.
-

7. **Building and Development Committee.** Chair Bria referred to the January 8, 2015 Building and Development Committee meeting agenda and minutes listed as attachment C, page 63 of the agenda. She noted that Board members received the Tippecanoe Renovation design presentation prior to the meeting. She briefly summarized the items that were discussed. Mr. Jeff Hanewall, an architect from Engberg Anderson presented an updated design for the Tippecanoe Branch renovation project.

Library Construction Project Manager Sam McGovern-Rowen provided an update on the replacement of the Forest Home Branch which will be relocated to the Hills Building site located on Mitchell Street.

Follow-up to the initial proposals for the Mill Road Branch Development project continues. Library staff have met with the area aldermen. Community listening sessions are scheduled for February 26, 2015 and March 4, 2015. The community will be asked to share their thoughts on the second use of the mixed-use property as it relates to the proposal that the Board expressed interest in at the December 16, 2014 regular meeting. The library will host the meetings, in partnership with the aldermen, at venues other than the Mill Road library to accommodate more people. Informational item.

8. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels reported that year-end the Foundation raised approximately \$1.6 million which represents a \$500,000 increase or 43%. The number of donors has been increased by over 600 which represents a 60% increase. Corporate and foundation donations increased by 22% or over \$100,000. The Foundation increased its library support by \$50,000.

The Foundation Board has a strategic planning session scheduled for February 2, 2015. The discussion will include how the Foundation can further support the library and their initiatives and translate that support into community impact.

In 2015, the Foundation plans to raise funds for the Tippecanoe Branch and will roll-out their corporate giving program. The Foundation continues to plan and prepare for the launch of the MPL awareness campaign and the Foundation Board stands ready to support that effort.

OLD BUSINESS

9. **Wisconsin Library System Changes.** Director Kiely referred to a letter dated December 17, 2014 from MCFLS Board President Paul Zeihler to State Superintendent of Public Instruction Tony Evers, attachment D, page 66 of the agenda. She reported that she received a copy of draft recommendations from the Wisconsin Council on Library and Network Development's (COLAND) Strategic Vision for Library Systems in the 21st Century. The

9. **Wisconsin Library System Changes.** (continued)

recommendations from COLAND are expected to be sent to Mr. Evers. The recommendations were drawn from a System and Resource Library Administrators' Association of Wisconsin (SRLAAW) report, a LEAN Study on library system services and a WiLS study on state ILS systems. The recommendation to move to one Integrated Library System catalog is concerning. There has been discussion that ad-hoc committees will be formed to work on these issues, with appointments being made by the Superintendent. Director Kiely said she will continue to monitor the developments. Informational item.

NEW BUSINESS

10. **Strategic Plan.** Director Kiely distributed an infographic titled MPL 2020 Our Plan for the Future, which represents MPL's Strategic Plan. The graphic lists MPL's organizational values and describes how MPL will implement the plan integrating citywide strategies into library service areas. The infographic is attached at the end of these minutes.

Director Kiely distributed a document listing the 2014 Strategic Planning Highlights and 2015 Strategic Planning Goals. The document summarizes MPL's efforts to implement the plan with library programs, databases, branch redevelopment, marketing and social media. Last year, staff focused on "connecting," which will continue in 2015 in addition to building partnerships and engaging in the community. Trustee Cook suggested that the Trustees identify neighborhood groups and organizations, based on the strategic planning goals, to share with Director Kiely to be considered for future collaborations. The highlights and goals document is attached at the end of these minutes. Informational item.

STRATEGIC DISCUSSION

11. **Community Engagement.** President Gurda stated that, with the new Board meeting format, a different theme will be introduced for strategic discussion at each meeting. Today's theme is community engagement as it relates to the Branch Redevelopment. He noted that in the recent past, Bay View and Washington Park building projects were driven by the Library Board and staff. The Villard Square Branch was constructed with more engagement from the community and that is the focus moving forward. President Gurda added that developing mixed-use library facilities relates to the library's goal of creating partnerships as stated in the Strategic Plan. He welcomed suggestions on how the library system can thoroughly engage the community as the new libraries are conceptualized and developed.

Trustee Hamilton noted that most communities have Neighborhood Associations that hold planning sessions. Communities may have different reasons for using the library and the library could identify the community's needs by connecting with the various neighborhood organizations and align library services in support of community goals. The City's Department of City Development (DCD) prepares plans and studies which guide development in individual neighborhoods that may be helpful to the library as it redevelops library facilities.

Trustee Lipscomb said there needs to be a better plan for the vacant libraries, such as Finney and Villard Avenue as we move forward. He noted that the next project, Forest Home Library, will be developed on a different site. Library Construction Project Manager Sam McGovern-Rowen stated that the library considered having developers address the vacant property in the Request For Proposal; however, according to the State Statutes, once the library vacates the building, the DCD takes ownership. Trustee Lipscomb said he is not

11. **Community Engagement.** (continued)

advocating that the library ask for vacant library building disposition authority, but suggested that DCD become part of the process. Trustee Kovac suggested reaching out to DCD's Commercial Corridor Manager Mr. Ken Little, and inquire about the status of Finney and Villard Avenue.

Vice-President Bria said that some neighborhood organizations are very engaged in execution and implementation of their plans and they involve philanthropic and corporate investment. She suggested that the library be pro-active to what is happening on the ground so it can align its resources. She noted that the Redevelopment Authority of the City of Milwaukee (RACM) may be helpful in negotiating land or building deals.

Trustee Cook stated, and Trustee Sain agreed, that when connecting with various organizations, the library should take the opportunity to advocate the library's resources and increase library card registration. The Committee discussed leading the Forest Home and Mill Road community meetings with a brief presentation on MPL services and the value of owning a library card.

Vice-President Bria stated that the library has to have a meaningful way to use community input, communicating back to the public that their time has been valued and appreciated, and their input in being considered and shared. Director Kiely noted that community feedback is welcomed and encouraged and past practice has been to post comments received at the community meetings along with survey results at MPL.org. The meeting regarding Mill Road will focus on the second space of the mixed use facility. Trustee Coggs asked what direction the Board would take if the community accepts the proposed use of the second space but Common Council members do not.

Trustee Hamilton said that the Board's process for the development of Villard Square and East were different, but the community was informed along the way for both projects and there was not always consensus. He added that if the process allows for interested parties to have a voice and be considered, the project will be collaborative and move forward. Trustee Kovac noted that it is important that the library brief community stakeholders on the project. Trustee Coggs said that the Board may have to think strategically about how to move forward with library projects when there is not aldermanic support.

President Gurda asked the Trustees to consider positives and negatives of the past processes. Trustee Coggs said the having representation from DCD was helpful to respond to questions from a development perspective.

Trustee Sain noted that discussion regarding the library's budget for the project should be shared with the community to explain what funding sources are necessary for the city to build a library.

President Gurda encouraged the Trustees to connect to their contacts who may be interested stakeholders in the library projects and reminded them that meetings will be held on February 26 and March 4, 2015. The library will report back to the Building and Development Committee. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of January 27, 2015 was adjourned at 6:15 p.m.

IMPLEMENTING MPL 2020: OUR PLAN FOR THE FUTURE

will uniquely integrate the 8 citywide strategies
into each library service area.

PLAN IMPLEMENTATION FOCUSES ON 3 ELEMENTS:



CITYWIDE STRATEGIES



**LIBRARY SERVICE
AREA PROJECTS**



**CAPACITY BUILDING
& STAFF ALIGNMENT**

LED BY OUR VISION AND MISSION,

MPL will reach our goals outlined in the 2020 strategic plan.

VISION



MPL is an anchor institution that helps
build healthy families and vibrant
neighborhoods — the foundation of
a strong Milwaukee.

MISSION



Inspiration starts here — we help
people read, learn, and connect.

Visit us at www.mpl.org



MILWAUKEE
PUBLIC LIBRARY

*ATTACHMENT C-P. 5 of 52
3.Regular Minutes 01/27/15*

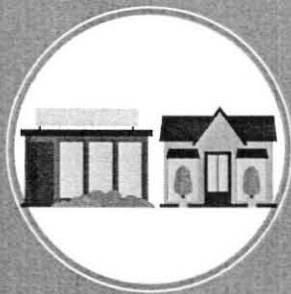
P. 11

WE HAVE
**DEVELOPED 8 CITYWIDE STRATEGIES BASED ON OUR
STRONG ORGANIZATIONAL VALUES**

ORGANIZATIONAL VALUES



**CREATING A CITY
OF READERS &
LIFELONG LEARNERS**



**ANCHORING HEALTHY
& VIBRANT NEIGHBORHOODS**



**CONTRIBUTING TO A
STRONG MILWAUKEE**

CITYWIDE STRATEGIES



**21ST CENTURY
LITERACIES**



**TECHNOLOGY
& DIGITAL INCLUSION**



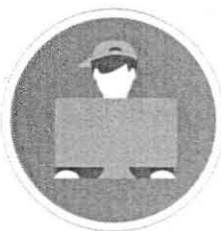
**WORKFORCE DEVELOPMENT
& BUSINESS GROWTH**



**COMMUNITY ENGAGEMENT
& LEADERSHIP**



**COMMUNITY
THIRD PLACE**



**OUT-OF-SCHOOL
LEARNING FOR TEENS**



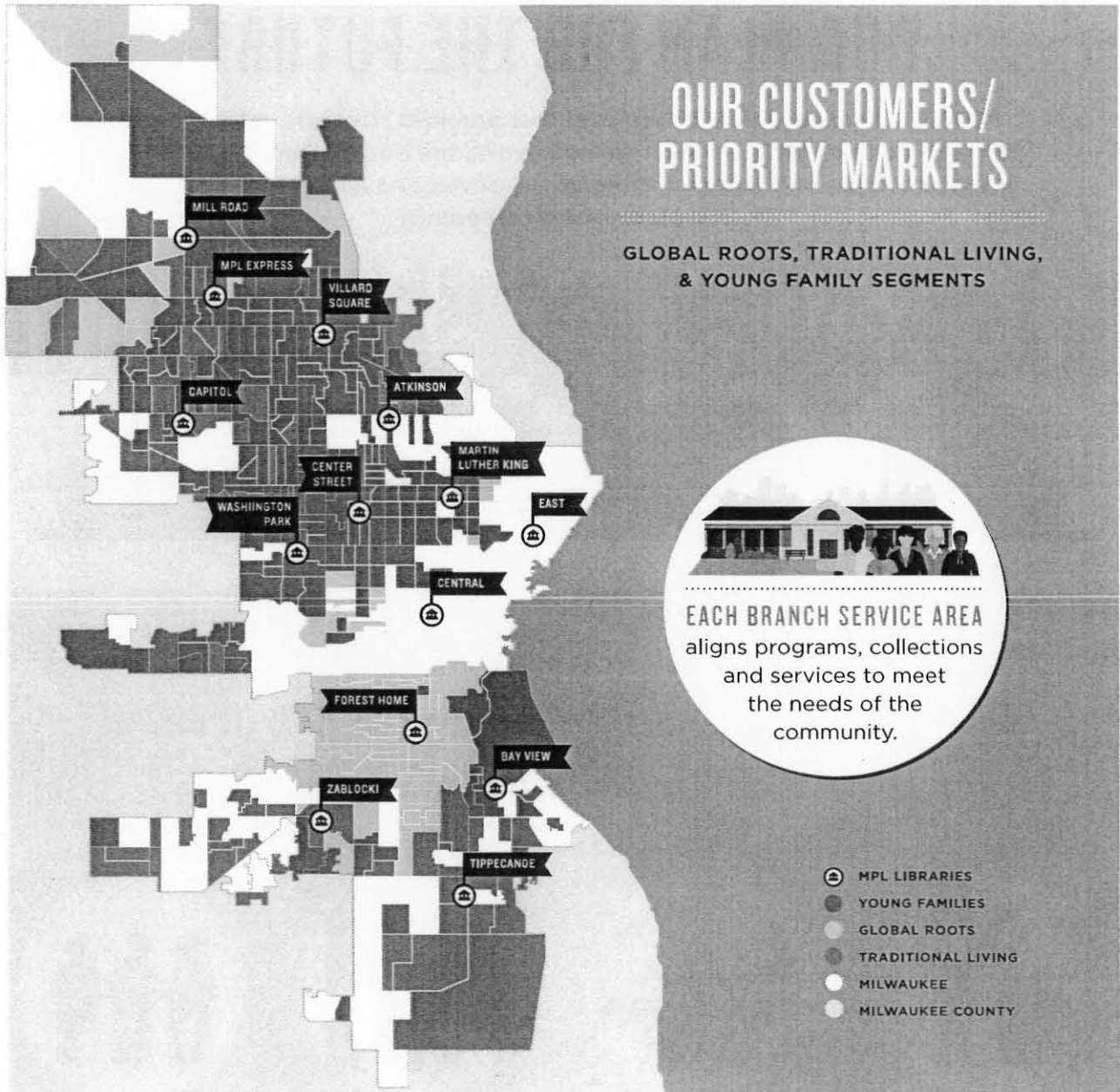
**TRADITIONAL READING
& RESEARCH SERVICES**



**RESOURCE ALIGNMENT
& ORGANIZATIONAL
DEVELOPMENT**

WE WILL

BUILD UPON OUR SUCCESSFUL AND RELEVANT SERVICES BY TARGETING 3 BROAD MARKET SEGMENT GROUPS



MPL 2020

OUR PLAN FOR THE FUTURE

MPL 2020 is a customer-driven plan that provides strategic, relevant and forward-looking library services going beyond the books. Through extensive analysis of data and community input, we developed a plan that addresses **our place in the community.**



WE HAVE

**REDRAWN OUR LIBRARY SERVICE AREAS AND UPDATED
OUR BRANCH LIBRARY SERVICE PLANS**



2015 Strategic Planning Goals

Traditional Reading and Research

Resource Library. Work with the Milwaukee County Federated Library System, its members, and others to position Central Library as the State Resource Library.

21st Century Literacies

Books2Go Junior. Complete program design and implement early literacy program to reach children ages 0-2 and their parents.

School Age Services. Work with Milwaukee Schools to increase access to library services by streamlining library card application process.

Civic & Social Literacy. Work with Department of Employee Relations to improve recruiting and hiring of staff with Spanish-language skills

Technology and Digital Inclusion

Public Computer Training. Evaluate class offerings and develop plan to address current and future needs.

Technology Service Plan. Develop a plan to include increased access to various technologies

Workforce Development & Business Growth

Job Labs. Continue job labs and increase awareness and participation.

Small Business Support. Continue outreach and in-house programs and services for small business owners and start-ups.

Community Engagement and Leadership

Connections. Continue to build connections with the community with the participation of staff at all levels, library board members and other stakeholders.

Volunteers. Continue to build and retain volunteer corps.

New Customers. Complete planning and implement campaign to increase awareness and use of MPL services and programs, especially by our target market groups.

Out-of-School/Connect Learning for Teens

Connected Learning. Design and implement programming for teens around connected and online learning.

Teen Spaces. Continue to create teen-only spaces in branches during redevelopment projects.

Community Third Place

Policies and Operational Changes. Continue to examine policies and operations to support Third Place concept.

Branch Building Program. Continue working to replace or upgrade aging branch libraries.

- Tippecanoe Renovation. Complete renovation and reopen library in the fall of 2015.
- Forest Home. Complete development agreement, select architect, and work with community to develop service program and library design.
- Mill Road. Work with local alderman and community to explore second use of proposed mixed-use development.

Resource Alignment & Organizational Development

2016 Budget. Build next year's budget to align with strategic outcomes and strategies.

Virtual Branch. Continue to organize staff and resources around digital resources and services.

Fundraising. Continue to work with Foundation in a public-private partnership to support initiatives.

Staff Development. Provide training and support to staff that increases job skills, professional potential, and engagement with the strategic plan.

January 27, 2015

2014 Strategic Planning Highlights

- System-wide Strategic Planning Advisory Committee Formed. Members will guide and recommend action steps for achieving outcomes and will communicate with their department team members about the plan to build support and action. Members include Rachel Arndt (Ready Reference/Information Services Manager), Kevin Atkinson (Education Outreach Staff), Tony Frausto (Branch Manager), Kristina Gomez (Programs Librarian), Emily Kearney (Human Resources Manager), Corey Megal (Information Technology Manager), Judy Pinger (Central Head, Chair), Michael Weber (Security Manager), Kelly Wochinske (Children's Room Manager).
- Connections Database Created. Designed by Susan Minton of the Library Business Office, this database will help us manage our relationships with organizations and individuals in the community.
- Let's Connect! Program. Program incentivized to share connection stories to inspire others and demonstrate their connections with the community. Each story secured an entry into a drawing for an iPad. Staff were asked to focus on connecting with their networks about three subscription databases: Brainfuse, Freegal and Zinio.
- "Embedding" Connections. Education and Outreach department, Adult and Children's Services Staff increased MPL's presence in the community by participating in the Westown Farmers Market, the Wisconsin State Fair, Newaukee's Night Markets and Marquette's Student Orientation.
- Aligning Staff and Resources.
 - Events and Programs. New position created and filled to support and create community programs.
 - Volunteer Coordinator. New position created and filled to increase library capacity and increase connections within the community.
 - Teen and Connected Learning Educator. New position created and under recruitment to design and implement program to engage teens in connected learning opportunities.
 - Library Facilities Project Manager. New position created to lead branch redevelopment campaign, redesigning MPL locations to serve as Third Places within the community.
 - Spanish-speaking Staff. Librarians and Staff with Spanish-language skills placed at Forest Home branch, to better serve Global Roots target market.
- Branch Redevelopment. East Library opens. Tippecanoe remodeling design nears completion. Forest Home redevelopment project selected by Board. Mill Road redevelopment project identified. Capitol and Martin Luther King Jr. branches to follow.
- Web Page. New website launched at www.mpl.org
- Mission and Vision Statements. Incorporated new mission and vision statements into operations.
- Marketing. Created new Infographic for marketing the Plan to the public. Planning for awareness and library card campaign started.
- Social Media. Library's social media presence greatly enhanced with five platforms in place: 12,513 social media fans in 2014
 - Facebook 5,438 likes
 - Twitter 5,479 followers
 - Pinterest 823 followers
 - Instagram 783 followers (new July 2014)



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

January 23, 2015

To: Library Services & Programs Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Sharon Cook, Denise Callaway, Ald. Milele Coggs,
Ald. Ashanti Hamilton, Chris Layden, *all trustees are welcome to attend*
MPL: Joan Johnson, Mary Milinkovich, Brooke VandeBerg

From: Paula A. Kiely
Library Director

Re: Library Services & Programs Committee Meeting
February 2, 2015 5:30 p.m.-6:30 p.m.
Central Library Meeting Room 1
814 W. Wisconsin Ave.

MEETING NOTICE AND AGENDA

1. **Staff Development Day at Selected Branches.** Deputy Director Joan Johnson will seek approval for and provide information on staff development days for three branches.
2. **Request from Paine Art Museum (Oshkosh) to Borrow Selected Audubon Prints.** The committee will consider a request from the Paine Art Museum to borrow selected Audubon prints from MPL's rare books collection for a 2016 exhibit.
Attachment A, page 2
3. **Library Card Campaign.** Communications and Marketing Director Brooke VandeBerg will report on progress made to increase the number of library card holders.

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

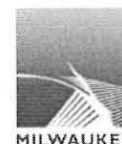
Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

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) Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

ATTACHMENT C-P. 11 of 52
4.Services & Programs Minutes
02/02/15



MEMO



To: Paula Kiely,
Library Director

From: Mary Milinkovich,
Coordinator of Humanities, Arts & Special Collections

Date: January 23, 2015

Regarding: Loan request from the Paine Art Center and Gardens

Proposal: That a loan request from the Paine for five prints from John J. Audubon's *Birds of America* be taken to the Library Board of Trustees for their consideration, with a recommendation of approval.

Recommendation: The Paine Art Center is seeking to borrow five Audubon Prints for inclusion in an exhibition, *John James Audubon: Birds of America* that will be installed at the Center from May 7 – October 16, 2016. Requested prints are:

1. Mocking Bird (plate 21)
2. Ruby-Throated Humming Bird (plate 47)
3. Passenger Pigeon (plate 62)
4. Barn Owl (plate 171)
5. Summer or Wood Duck (plate 206)

I recommend approval of the loan.

Rationale: The Milwaukee Public Library strives to build strong partnerships with other Wisconsin cultural and educational institutions and through its robust collections serves as a State resource. The Paine Center is a valued cultural institution in the State of Wisconsin. The prints will be exhibited under conditions meeting current acceptable practices; gallery lighting will not exceed 5 foot candles and temperature (68-72 degrees) and relative humidity (40-55%) will be in the proscribed range. The prints will be framed and hung in a secure manner. The prints will be fully insured for the aggregate value of the Audubon set from pickup, through exhibition, to their return. The Paine Center will follow the library's specifications for transportation from the library and back again. Following library specifications also in use by other major Wisconsin venues such as the Milwaukee Art Museum, staff from the Center will be responsible for packing and safe transport of the prints, using a Center transportation vehicle. Staff from the museum will secure the items during transportation and the van will be met at the Paine by security officers and the Paine's head of facilities. The Center will also bear the cost of display materials and will return the items that are framed for exhibition to the library with frames included. The Paine has provided the library with a copy of their Standard Facilities Report which shows the Center to be in compliance with American Alliance of Museums standards. It has also provided a list

ATTACHMENT C-P. 12 of 52
4.Services & Programs Minutes
02/02/15



MEMO



of other loans it has arranged. Institutions on that list include Madison Public Library, Milwaukee Ballet, Detroit Institute of Art, and the Milwaukee Art Museum. The Paine Center has met the criteria established in the Milwaukee Public Library policy on loans of special collections materials and I recommend approval of the loan.

Procedure:

Upon the loan's approval by the Library Board of Trustees a report noting the condition of the items and a signed letter of agreement (which includes the duration of the loan, insurance coverage, manner and condition of exhibition, guarantee of safe transportation, and the text of library attribution) will be prepared. If approval is not granted, a letter denying the loan request will be prepared and sent to the Paine Art Center.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
LIBRARY SERVICES & PROGRAMS COMMITTEE
MINUTES
Monday February 2, 2015
Central Library Meeting Room 1**

PRESENT: Denise Callaway, Ald. Milele Coggs, Sharon Cook, Joan Johnson

EXCUSED: Ald. Ashanti Hamilton, Chris Layden

STAFF PRESENT: Mary Milinkovich, Crystal Sura, Brooke VandeBerg

Chair Sharon Cook called the meeting of the Board of Trustees Library Services & Programs Committee to order, at 5:34 p.m. on Monday February 2, 2015 with a quorum present. Trustees Callaway and Coggs participated via conference phone.

1. **Staff Development Day at Selected Branches.** Deputy Director Joan Johnson requested approval to close three branches for a staff development day. Center Street, Washington Park and Villard Square will be closed for one day later this year and staff specific to these libraries will discuss security related topics. Director Kiely will address each group and an outside presenter will facilitate the meeting. Topics being developed include stress as it relates to security issues, community awareness, mental health training and pro-active customer service training. Deputy Director Johnson asked the committee to support the staff development days at the selected branches. After a brief discussion, Chair Cook entertained a motion to give library administration the authority to select libraries and schedule development days for the next three years. Trustee Callaway moved approval. Trustee Coggs seconded the motion. Motion passed.
 2. **Request from Paine Art Museum (Oshkosh) to Borrow Selected Audubon Prints.** Coordinator of Humanities, Arts & Special Collections Mary Milinkovich referred to the memo dated January 23, 2015 regarding Loan Request from the Paine Art Center and Gardens, attachment A, page 2 of the agenda. MPL received a request from the Paine Art Center to borrow five Audubon Prints for an exhibition, "John James Audubon: Birds of America," from May 7 through October 16, 2016. As part of its mission, the library strives to build strong partnerships with other cultural and education institutions. The library policy, Loans of Special Collections Materials (including rarities), Artworks and Significant Objects, states that requests for materials valued over \$50,000 will be presented to the Board for consideration and approval. After Ms. Milinkovich summarized the memo, Trustee Callaway moved and Trustee Coggs seconded a motion to approve the loan of five prints from John J. Audubon's Birds of America to the Paine Art Center and Gardens. Motion passed.
-

-
3. **Library Card Campaign.** A document titled Library Card Campaign Strategic and Tactical Update Board of Trustees Programs and Services Committee, was distributed and is attached at the end of these minutes. Communications and Marketing Director Brooke VandeBerg reported on the campaign to increase card holders and library usage. She explained how the strategic plan, MPL 2020 – Our Plan for the Future, drives the library’s goals. In 2015, the library plans to support library card growth with an 18 month Awareness Campaign, special exhibits, partnerships and programs including Summer Reading and the First Grade First Card program. Strategic initiatives include development of summer reading ambassadors which would allow community organizations to share information about MPL’s program and sign-up super readers at their locations. The library redevelopment project is also an opportunity to engage community stakeholders, build awareness and increase library use. The committee discussed various ways to reach out to organizations that they are personally or professionally connected with to support the campaign. The committee will continue to be updated on progress and the next steps. Informational item.
-

The meeting of the Board’s Library Services & Programs Committee was adjourned at 6:05 p.m. on Monday February 2, 2015.

Library Card Campaign

Strategic and Tactical Update Board of Trustees Programs and Services Committee



MPL 2020

OUR PLAN FOR THE FUTURE

MPL 2020 is a customer-driven plan that provides strategic, relevant and forward-looking library services going beyond the books. Through extensive analysis of data and community input, we developed a plan that addresses **our place in the community.**



VISION



MPL is an anchor institution that helps build healthy families and vibrant neighborhoods—the foundation of a strong Milwaukee.

MISSION



Inspiration starts here—we help people read, learn, and connect.



WE HAVE

**DEVELOPED 8 CITYWIDE STRATEGIES BASED ON OUR
STRONG ORGANIZATIONAL VALUES**

ORGANIZATIONAL VALUES



**CREATING A CITY
OF READERS &
LIFELONG LEARNERS**



**ANCHORING HEALTHY
& VIBRANT NEIGHBORHOODS**



**CONTRIBUTING TO A
STRONG MILWAUKEE**



MILWAUKEE
PUBLIC LIBRARY

CITYWIDE STRATEGIES



**21ST CENTURY
LITERACIES**



**TECHNOLOGY
& DIGITAL INCLUSION**



**WORKFORCE DEVELOPMENT
& BUSINESS GROWTH**



**COMMUNITY ENGAGEMENT
& LEADERSHIP**



**COMMUNITY
THIRD PLACE**



**OUT-OF-SCHOOL
LEARNING FOR TEENS**



**TRADITIONAL READING
& RESEARCH SERVICES**



**RESOURCE ALIGNMENT
& ORGANIZATIONAL
DEVELOPMENT**

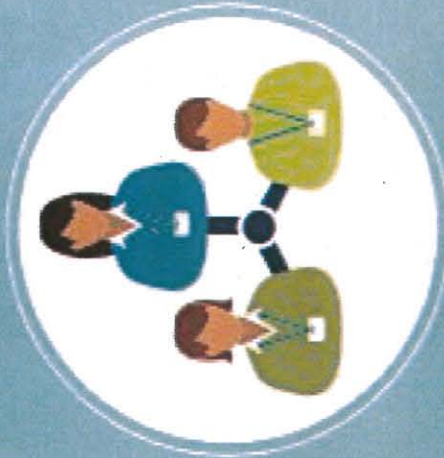
PLAN IMPLEMENTATION FOCUSES
ON 3 ELEMENTS:



CITYWIDE STRATEGIES



**LIBRARY SERVICE
AREA PROJECTS**



**CAPACITY BUILDING
& STAFF ALIGNMENT**

WE WILL

BUILD UPON OUR SUCCESSFUL AND RELEVANT SERVICES BY TARGETING 3 BROAD MARKET SEGMENT GROUPS



IN 2014, what we accomplished

MPL 2020

OUR PLAN FOR THE FUTURE

- Preschoolers learned pre-reading skills
- Students spend summer reading
- Adults developed computer skills
- Library customers found e-resources on new website
- Library Redevelopment Progressed
- Reaching out to new audiences



In 2015, we will support
library card growth

MPL 2020

OUR PLAN FOR THE FUTURE

- Awareness Campaign
- Initiatives aligned with 8 Strategies
- Library Redevelopment Project
- Special Exhibits/Programs
- Summer Reading Program
- First Grade First Card Program
- Fine Policy/Forgiveness



Awareness Campaign

Outcomes

Build
Awareness

Change
Perception

Increase Use

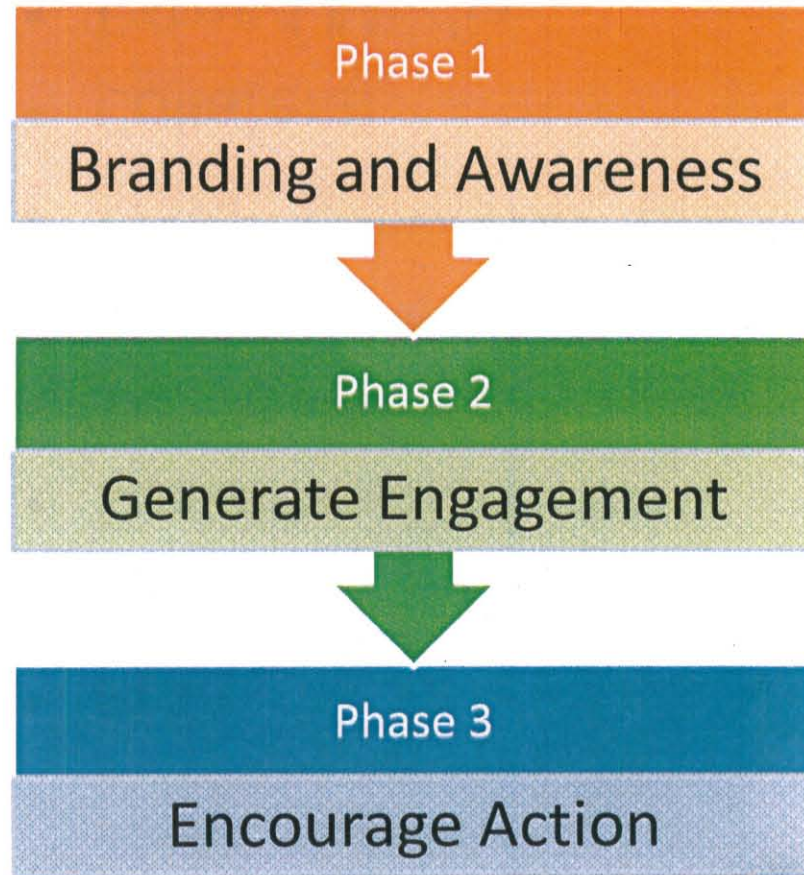


MILWAUKEE
PUBLIC LIBRARY

Awareness Campaign

Campaign will be:

- 12-18 months
- Multi-phase
- Funded through private investment



Awareness Campaign

Channels

- Print
- Digital
- Social Media
- TV
- Radio
- Static: Billboards, Buses
- Collateral
- Earned Media
- Guerilla Tactics



Awareness Campaign

Campaign Metrics

- Active cardholders
- Library usage
- New donors
- Perception survey
- Strategic plan evaluation



Library Redevelopment Project

Outcomes

Build Awareness

Engage Community
Stakeholders

Increase Use



MILWAUKEE
PUBLIC LIBRARY

Library Redevelopment Project

Accomplishments

- In first month at East:
 - 20,000 items circulated in first month at East
 - 150% increase in new library cards issued over same month in 2012
- MPL Express
 - 4th city in nation
 - Partnership with HACM and community organizations
- Tippecanoe Renovation underway



Special Exhibits/Programs

Sendak Exhibit Outcomes

- New users and donors
- Partnerships with organizations with aligned missions



Summer Reading Program

Outcomes

40,000 youth

All Charter School
Students Enrolled

Media Partnership

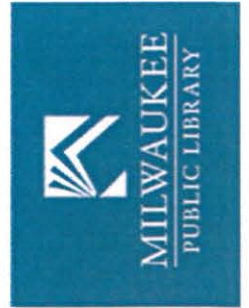


MILWAUKEE
PUBLIC LIBRARY

Summer Reading Program

Strategic Initiatives in 2015

- SRP Ambassadors
- Media Partnership
- MPS Parent Coordinators
- Childcare Centers



First Grade First Card Program

Strategic Initiatives

Increase Classroom
Visits with
Volunteers

Create Toolkit for
Volunteers and
Teachers

Improve Classroom
Presentation



MILWAUKEE
PUBLIC LIBRARY

Awareness Campaign - End



MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: JANUARY 4, 2015 THROUGH FEBRUARY 28, 2015

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Lionel McAllister - Custodial Worker II - CL - Facilities and Fleet 02/02/15

TEMPORARY APPOINTMENT

Nancy Torphy - Librarian III - Extension Services 01/10/15

Acklen Banks - Librarian III - Extension Services 01/24/15

Maria Huerta-Cervantes - Library Circulation Assistant I - Forest Home 02/02/15

Nancy Torphy - Librarian III - Extension Services 02/17/15

Acklen Banks - Librarian III - Extension Services 02/21/15

EXPIRATION OF TEMPORARY APPOINTMENT

Acklen Banks - Librarian III - Extension Services 02/01/15

Nancy Torphy - Librarian III - Extension Services 02/01/15

TEMPORARY ADDITIONAL ASSIGNMENT

Hermoine Bell Henderson - Library Branch Manager - Center Street 01/05/15

To: Library Branch Manager - Center Street and Martin Luther King

REINSTATEMENT

Marquisha Bradley - Library Youth Educator - EOS / YCOS 01/20/15

PROMOTION

Richard Petersik - Custodial Worker II to Custodial Worker III - Facilities and Fleet 01/04/15

Sha'Nese Burnell Jones - Librarian II (1/2) to Librarian III (1/2) - Human Resources 01/18/15

Rebecca Desch - Librarian II (1/2) to Librarian III (1/2) - Technical Services 01/18/15

Rebecca Jaime - Library Circulation Aide to Library Circulation Assistant I - Tippecanoe 01/18/15

Mary Lou Klecha - Librarian II to Librarian III - Subject Services 01/18/15

Donielle Lewis - Lib Circulation Aide to Library Circulation Assistant I - Martin Luther King 01/18/15

Jessica Moore - Librarian II to Librarian III - Villard Square 01/18/15

Heather Smith - Librarian II to Librarian III - Subject Services 01/18/15

Alexa Glenn - Library Circulation Aide to Library Circulation Assistant I (1/2) - ILS 02/01/15

Lateasha Gordon - Library Circulation Aide to Library Circulation Assistant I - Circulation 02/01/15

Natalie Hayes - Library Circulation Aide to Library Circulation Assistant I - Circulation 02/01/15

Philicia McHenry - Library Circulation Aide to Library Circulation Assistant I - Circulation 02/01/15

Paul Wellington - Lib Circulation Aide to Lib Circulation Assistant I (1/2) - Center Street 02/15/15

PROMOTION / TRANSFER

Kaitlyn Puczykowski - Library Circulation Assistant I - Circulation

To: Library Technology Specialist - Technical Services / Automation 01/18/15

Rebecca Schweisberger - Office Assistant III - Business Office / Library SSS

To: Office Assistant IV - Technical Services / Automation 01/18/15

Veronica Neumann-Thompson - Library Circulation Assistant I - Circulation

To: Library Technology Specialist - Technical Services / Automation 02/01/15

Sarah Leszczynski - Office Clerk II - Business Office / Library SSS

To: Accounting Assistant III - Payroll & Accounting 02/15/15

POSITION CHANGE / TITLE CHANGE / TRANSFER

Robin Behringer - Library Circulation Assistant I - Zablocki
To: Office Clerk II - WTBBL

01/18/15

CHANGE IN STATUS

Amanda Rentas - Lib Circulation Assistant I to Lib Circulation Assistant I (1/2) - Circulation

02/01/15

TRANSFER

Rebecca Jaime - Library Circulation Assistant I - Tippecanoe to Zablocki

02/01/15

Sylvia Peña - Library Circulation Assistant I (1/2) - WTBBL to Circulation

02/01/15

Amanda Rentas - Library Circulation Assistant I (1/2) - Circulation to WTBBL

02/01/15

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Ashley Emmons - Audio Machine Technician - WTBBL - 37.0 hours

01/19/15

RESIGNATION

Hillary Evans - Librarian I - Atkinson

01/29/15

Alicia Cruz - Accounting Assistant III - Payroll and Accounting

02/08/15

Veronica Hardrick - Library Circulation Aide - Atkinson

02/19/15

LaToya Payne - Library Circulation Assistant I (1/2) - Bay View

02/27/15

Zachary Berg - Library Circulation Assistant I - Villard Square

02/28/15

RETIREMENT

Joan Kadow - Library Reference Assistant - EOS / YCOS / CLCR
MPL Service Credit: 9 years 8 months 8 days

02/01/15

**MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
January 31, 2015**

2015

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$20,861,427	\$1,990,973	9.5%
Fines	\$350,000	\$23,176	6.6%
Lost Materials, etc.	\$124,800	\$25,366	20.3%
MCFLS Contracts	\$713,000	\$0	0.0%
Total City Appropriation	\$22,049,227	\$2,039,515	9.2%

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,938,460	\$1,433,834	12.0%
Fringe Benefits	\$5,372,306	\$483,222	9.0%

Operating Expenses

<i>General Office Expense</i>	\$158,000	\$476	0.3%
<i>Tools & Machinery Parts</i>	\$31,000	\$1,599	5.2%
<i>Construction Supplies</i>	\$37,400	\$5,512	14.7%
<i>Energy</i>	\$759,551	\$1,367	0.2%
<i>Other Operating Supplies</i>	\$211,200	\$2,270	1.1%
<i>Vehicle Rental</i>	\$8,300	\$626	7.5%
<i>Non-Vehicle Equipment Rental</i>	\$32,700	\$938	2.9%
<i>Professional Services</i>	\$74,000	\$0	0.0%
<i>Information Technology Services</i>	\$311,710	\$59,496	19.1%
<i>Property Services</i>	\$886,900	\$35,280	4.0%
<i>Infrastructure Services</i>	\$26,000	\$0	0.0%
<i>Vehicle Repair Services</i>	\$500	\$0	0.0%
<i>Other Operating Services</i>	\$117,600	\$12,866	10.9%
<i>Reimburse Other Departments</i>	\$76,900	\$0	0.0%
Total	\$2,731,761	\$120,430	4.4%

Equipment

<i>Library Materials</i>	\$1,553,652	\$1,687	0.1%
<i>Computers, etc.</i>	\$403,250	\$342	0.1%
<i>Other</i>	\$49,798	\$0	0.0%
Total	\$2,006,700	\$2,029	0.1%
Total City Expenses	\$22,049,227	\$2,039,515	9.2%

2014

	Budget	Received to date	% Received
	\$20,562,106	\$2,067,009	10.1%
	\$350,000	\$34,898	10.0%
	\$129,800	\$9,465	7.3%
	\$713,000	\$0	0.0%
	\$21,754,906	\$2,111,372	9.7%

	Budget	Spent to date	% Spent
	\$11,736,357	\$1,461,179	12.5%
	\$5,516,088	\$528,739	9.6%

	\$162,500	\$2,053	1.3%
	\$26,100	\$1,143	4.4%
	\$40,900	\$560	1.4%
	\$743,658	\$165	0.0%
	\$216,334	\$14,288	6.6%
	\$8,300	\$599	7.2%
	\$31,800	\$1,982	6.2%
	\$59,000	\$0	0.0%
	\$290,000	\$7,993	2.8%
	\$811,137	\$77,135	9.5%
	\$26,000	\$0	0.0%
	\$500	\$0	0.0%
	\$135,100	\$15,484	11.5%
	\$76,900	(\$62)	-0.1%
	\$2,628,229	\$121,340	4.6%

	\$1,566,653	\$0	0.0%
	\$253,710	\$114	0.0%
	\$53,869	\$0	0.0%
	\$1,874,232	\$114	0.0%
	\$21,754,906	\$2,111,372	9.7%

**MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
January 31, 2015**

2015

ADDITIONAL FUNDING SOURCES

	Budget	Spent to date	% Spent
Other Dept. Appr.			
<i>Villard Square Lease</i>	\$13,182	\$0	0.0%

Contract Grants

<i>Teacher in the Library</i>	\$100,000	\$0	0.0%
<i>WTBBL</i>	\$968,700	\$512,367	52.9%
<i>ILS</i>	\$86,803	\$48,133	55.5%
Total	\$1,155,503	\$560,500	48.5%

Trust Fund

<i>Materials</i>	\$59,468	\$0	0.0%
<i>Programming</i>	\$74,250	\$3,289	4.4%
<i>Training</i>	\$7,200	\$2,904	40.3%
<i>Marketing</i>	\$12,000	\$303	2.5%
<i>Contingency</i>	\$1,500	\$350	23.3%
Total	\$154,418	\$6,846	4.4%

Foundation Funds

	Balance	Spent to date	% Spent
<i>Materials</i>	\$149,500	\$1,283	0.9%
<i>Other Activities</i>	\$50,500	\$3,614	7.2%
<i>Programming</i>	\$83,015	\$1,973	2.4%
Total	\$283,015	\$6,870	2.4%

Investments

U.S. Bancorp Commercial Paper #338100440 (rated A1/P1) dated 01/05/15 and maturing 02/04/15 at a rate of 0.07%.....\$470,000.

2014

	Budget	Spent to date	% Spent
	\$13,182	\$0	0.0%

	\$100,000	\$4,122	4.1%
	\$968,700	\$517,613	53.4%
	\$84,690	\$45,627	53.9%
	\$1,153,390	\$567,362	49.2%

	\$53,846	\$0	0.0%
	\$23,500	\$2,650	11.3%
	\$7,500	\$1,120	14.9%
	\$11,000	\$0	0.0%
	\$1,000	\$350	35.0%
	\$96,846	\$4,120	4.3%

	Balance	Spent to date	% Spent
	\$140,554	\$63	0.0%
	\$0	\$0	0.0%
	\$54,860	\$6,639	12.1%
	\$195,414	\$6,702	3.4%

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
February 28, 2015

2015

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$20,861,427	\$3,630,754	17.4%
Fines	\$350,000	\$58,723	16.8%
Lost Materials, etc.	\$124,800	\$45,384	36.4%
MCFLS Contracts	\$713,000	\$0	0.0%
Total City Appropriation	\$22,049,227	\$3,734,861	16.9%

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,938,460	\$2,353,097	19.7%
Fringe Benefits	\$5,372,306	\$893,593	16.6%
Operating Expenses			
General Office Expense	\$158,000	\$3,805	2.4%
Tools & Machinery Parts	\$31,000	\$2,206	7.1%
Construction Supplies	\$37,400	\$5,814	15.5%
Energy	\$759,551	\$104,839	13.8%
Other Operating Supplies	\$211,200	\$29,081	13.8%
Vehicle Rental	\$8,300	\$1,081	13.0%
Non-Vehicle Equipment Rental	\$32,700	\$1,849	5.7%
Professional Services	\$74,000	\$1,124	1.5%
Information Technology Services	\$311,710	\$76,125	24.4%
Property Services	\$886,900	\$68,529	7.7%
Infrastructure Services	\$26,000	\$12,590	48.4%
Vehicle Repair Services	\$500	\$0	0.0%
Other Operating Services	\$117,600	\$17,299	14.7%
Reimburse Other Departments	\$76,900	(\$2,847)	-3.7%
Total	\$2,731,761	\$321,495	11.8%

Equipment

Library Materials	\$1,553,652	\$158,937	10.2%
Computers, etc.	\$403,250	\$7,739	1.9%
Other	\$49,798	\$0	0.0%
Total	\$2,006,700	\$166,676	8.3%
Total City Expenses	\$22,049,227	\$3,734,861	16.9%

2014

	Budget	Received to date	% Received
Additional City Appropriation	\$20,562,106	\$3,650,376	17.8%
Fines	\$350,000	\$51,095	14.6%
Lost Materials, etc.	\$129,800	\$16,817	13.0%
MCFLS Contracts	\$713,000	\$0	0.0%
Total City Appropriation	\$21,754,906	\$3,718,288	17.1%

	Budget	Spent to date	% Spent
Salaries	\$11,736,357	\$2,282,685	19.4%
Fringe Benefits	\$5,516,088	\$974,016	17.7%
Operating Expenses			
General Office Expense	\$162,500	\$11,135	6.9%
Tools & Machinery Parts	\$26,100	\$2,226	8.5%
Construction Supplies	\$40,900	\$1,229	3.0%
Energy	\$743,658	\$86,323	11.6%
Other Operating Supplies	\$216,334	\$42,355	19.6%
Vehicle Rental	\$8,300	\$934	11.3%
Non-Vehicle Equipment Rental	\$31,800	\$1,982	6.2%
Professional Services	\$59,000	\$1,307	2.2%
Information Technology Services	\$290,000	\$16,350	5.6%
Property Services	\$811,137	\$115,919	14.3%
Infrastructure Services	\$26,000	\$0	0.0%
Vehicle Repair Services	\$500	\$0	0.0%
Other Operating Services	\$135,100	\$17,828	13.2%
Reimburse Other Departments	\$76,900	(\$1,220)	-1.6%
Total	\$2,628,229	\$296,368	11.3%
Equipment			
Library Materials	\$1,566,653	\$162,587	10.4%
Computers, etc.	\$253,710	\$2,063	0.8%
Other	\$53,869	\$569	1.1%
Total	\$1,874,232	\$165,219	8.8%
Total City Expenses	\$21,754,906	\$3,718,288	17.1%

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
February 28, 2015

2015

ADDITIONAL FUNDING SOURCES

	Budget	Spent to date	% Spent
Other Dept. Appr.			
<i>Villard Square Lease</i>	\$13,182	\$0	0.0%

Contract Grants

<i>Teacher in the Library</i>	\$100,000	\$11,565	11.6%
<i>WTBBL</i>	\$968,700	\$581,376	60.0%
<i>ILS</i>	\$86,803	\$55,173	63.6%
Total	\$1,155,503	\$648,114	56.1%

Trust Fund

<i>Materials</i>	\$59,468	\$51,244	86.2%
<i>Programming</i>	\$74,250	\$4,887	6.6%
<i>Training</i>	\$7,200	\$4,391	61.0%
<i>Marketing</i>	\$12,000	\$803	6.7%
<i>Contingency</i>	\$1,500	\$350	23.3%
Total	\$154,418	\$61,675	39.9%

Foundation Funds

	Balance	Spent to date	% Spent
<i>Materials</i>	\$149,500	\$49,622	33.2%
<i>Other Activities</i>	\$50,500	\$7,337	14.5%
<i>Programming</i>	\$83,015	\$13,105	15.8%
Total	\$283,015	\$70,064	24.8%

Investments

U.S. Bancorp Commercial Paper #338100708 (rated A1/P1) dated 02/04/15 and maturing 03/06/15 at a rate of 0.08%.....\$480,000.

2014

	Budget	Spent to date	% Spent
	\$13,182	\$0	0.0%

	\$100,000	\$13,516	13.5%
	\$968,700	\$581,947	60.1%
	\$84,690	\$50,678	59.8%
	\$1,153,390	\$646,141	56.0%

	\$53,846	\$0	0.0%
	\$23,500	\$3,447	14.7%
	\$7,500	\$1,498	20.0%
	\$11,000	\$0	0.0%
	\$1,000	\$350	35.0%
	\$96,846	\$5,295	5.5%

	Balance	Spent to date	% Spent
	\$118,481	\$9,352	7.9%
	\$0	\$0	0.0%
	\$76,933	\$19,021	24.7%
	\$195,414	\$28,373	14.5%

Director's Report
January / February / March 2015

Since the January Board meeting, we have continued to work on the Branch Redevelopment Initiative, holding two community meetings and individual meetings with key stakeholders and leaders on the northwest side regarding the Mill Road branch project. We will continue to work with the developer and report to the Board at the March meeting.

Staff continues to work on our community engagement strategy. We hosted the Wisconsin Historical Society Exhibit and luncheon at the Central Library; offered a full day of programming at the Martin Luther King branch during King Day; purchased a table at the annual YMCA Breakfast for Trustees, and were happy to host Alderwoman Coggs annual Read-in in celebration of Black History Month at the King branch. We hosted a Tyrotarian event for the Downtown Rotary at East to showcase the new library and share information about services. The Milwaukee Delegation met at the East branch and heard about the building initiative as well as an update on the Wisconsin Library Association legislative agenda and other pending State library issues. Deputy Director Joan Johnson and I attended the Business Journal's Power Breakfast to hear Marquette President Mike Lovell, and the library administrative team joined me at the Mayor's State of the City address.

My activities included meeting with Common Council President Michael Murphy to provide an update on library activities. Trustee Callaway and I met with the new Milwaukee Public School's Superintendent Dr. Darienne Driver. The Staff and I attended a series of MPS community meetings to provide input on strategic issues being researched. Mr. Fred Royal from the NAACP joined me for coffee and a conversation about issues of mutual concern. I gave a talk for a small group at a meeting of the Business Roundtable of the Milwaukee Athletic Club and provided opening comments for a program on non-profit board management by Frank Martinelli. I also worked with Foundation Director Ryan Daniels on developing support for the library by attending the Milwaukee Public Library Foundation's Retreat and meeting with donors.

Exhibits

Wisconsin Historical Society's (WHS) Tour of Wisconsin History. Central Library served as the host of the Milwaukee leg of the Wisconsin Historical Society's Tour of Wisconsin History from January 3-29, 2015. The "Tour" consisted of two parts: physical display on "Main Street" at Central Library and a series of programming held in various Central Library meeting spaces the week of January 20. Humanities and Archives Librarian Tom Olson served as the MPL staff contact for the WHS's staff. WHS planned all of the programs, scheduled the speakers, and provided promotional materials. The public response to all the programming was superb with total attendance of 560 at the 14 programs. Staff from the Wisconsin Historical Society repeatedly commented on how helpful and friendly all the staff at MPL was during their visit, and they plan to create further programming with MPL in 2015/2016.

Outreach

MKE Business Now Entrepreneurship Summit. Business Librarian Brett Rohlwing talked to twenty-five individuals at the MKE Business Now Entrepreneurship Summit held at the Math and Science Academy on January 25. He represented the library's many available resources for entrepreneurship and small business start-up. Other City of Milwaukee departments were also represented.

Handweavers Guild of America. Fine Arts Librarian Patricia DeFrain, met with Megan Husband of VISIT Milwaukee and Suanne Pasquarella, President and Executive Director Sandra Bowles from the Handweavers Guild of America, Inc. on January 21. The Handweavers guild representatives are traveling around the country looking for a host city for their national conference during the summer of 2016. Ms. DeFrain selected artistic treasures of local interest to highlight in the Rare Books Room, including WPA weaving sample books, Joanna Poehlmann artist's books, Irene Mitkus' artist book, the Frank Lloyd Wright textile materials, the Frackelton and the Autograph Book. If the Guild selects Milwaukee, a special library program will be held in the Rare Books Room with treasures displayed.

Wisconsin Historical Society/MPL Architectural Tour of Central Library. On January 24, sixty-seven enthusiastic people gathered in the Rotunda to attend the collaborative Wisconsin Historical Society and Milwaukee Public Library architectural tour of Central. Tour guides Mr. Jim Draeger from Wisconsin Historical Society and librarian Patricia DeFrain concentrated on the historical behind-the-scenes areas, covering the rotunda, the old board room, the courtyard and centennial hall. Mr. Draeger gave some insights into the decoration and craftsmanship that went into the building as well as some interesting observations on the history of public libraries, and the different styles to be found within the walls of Central Library.

Programs

American Civil Liberties Union (ACLU) Know Your Rights Workshop. On January 26, Attorney Emilio De Torres from ACLU of Wisconsin presented three "Know Your Rights" workshops for MPL. Mr. Torres discussed individual rights in various encounters with law enforcement and promoted respectful interactions with officers while advocating for these rights. He outlined steps citizens can take when they feel their rights have been violated. Audience feedback was overwhelmingly positive. Thirteen people attended the Central program. The other two in the series were at Center Street Branch on January 20 which had twenty-four attendees and the bilingual session Forest Home Branch on January 27 with nine in attendance.

Author Visit. Central Library hosted short fiction and Pushcart Prize winning author Barrett Swanson in the Krug Rare Books Room on February 7. Professor Swanson read his acclaimed story, "Annie Radcliff, You are Loved" which follows three diverse characters - a drug-addicted Ph.D. student, a young boy watching his father die of cancer and a slightly awkward high school student. The narrative of these strangers uniting is humorous, unexpected and quite moving. There were a total of twenty-two attendees with several expressing their appreciation of the event and hope to see more like it in the future.

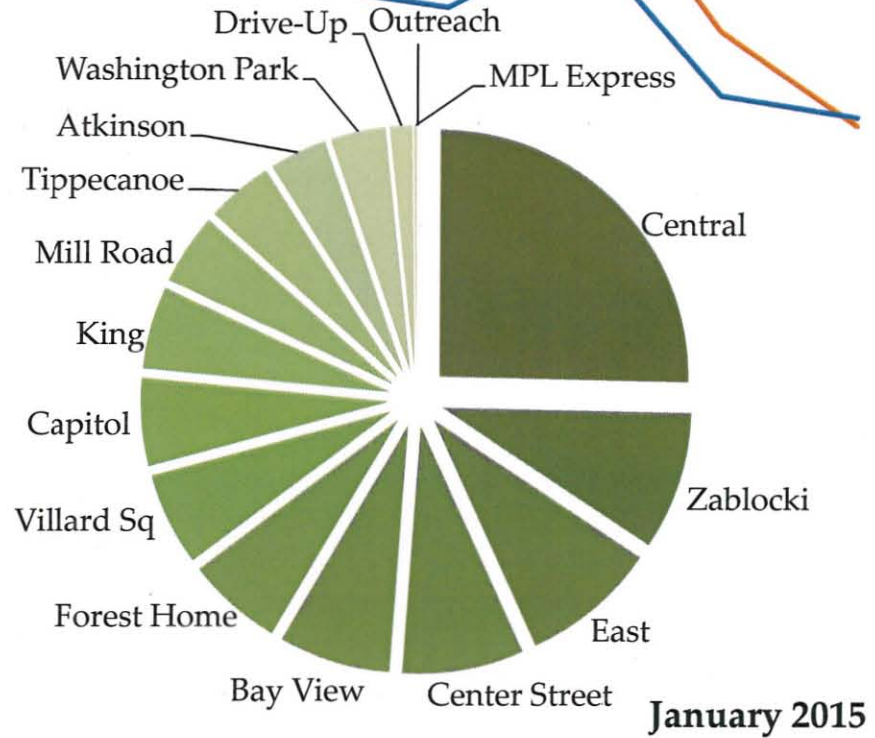
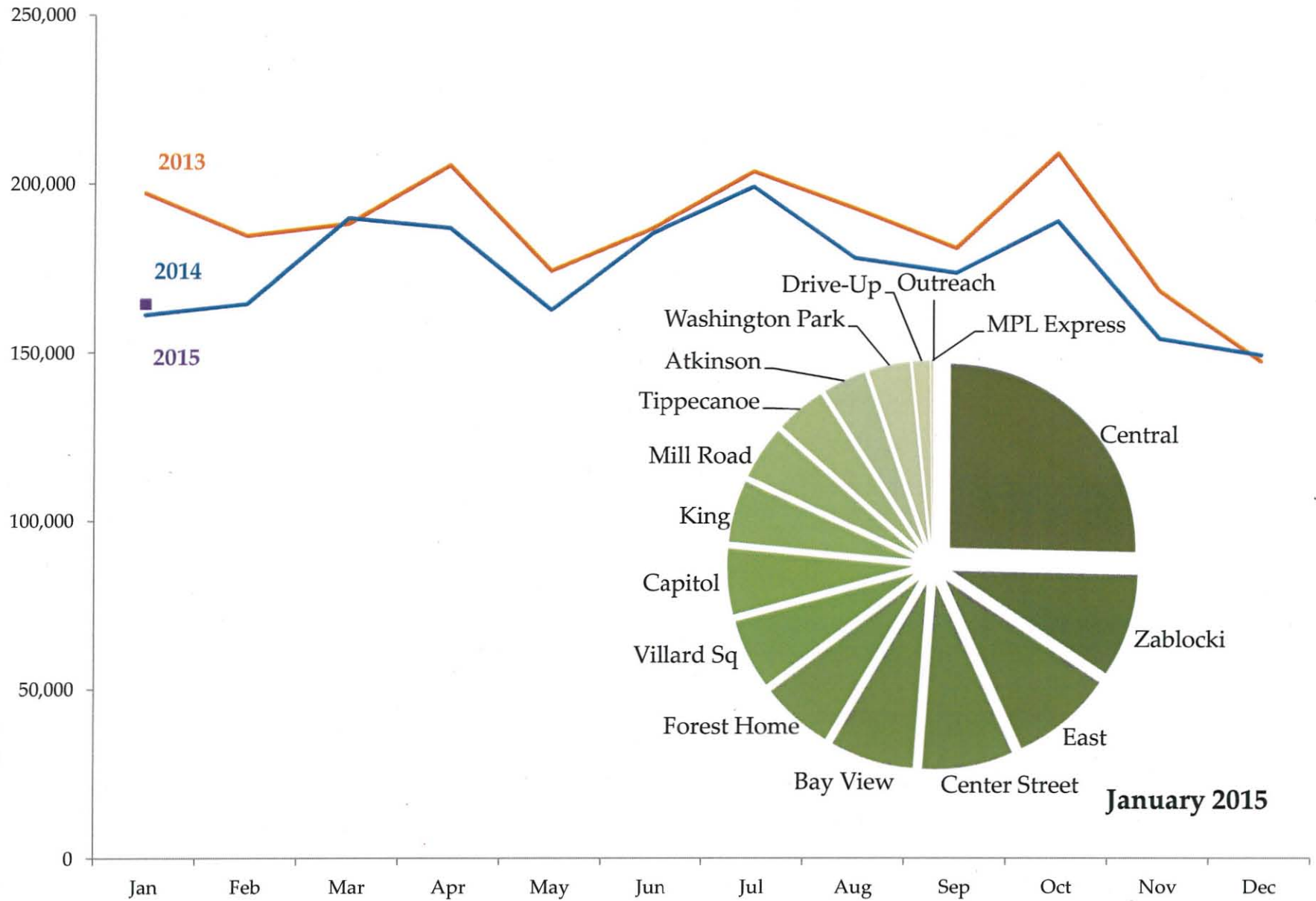
Wisconsin Women's Business Initiative Corporation (WWBIC). Business Technology Science & Periodicals Librarian Brett Rohlwing hosted WWBIC night on February 10. Approximately twenty-five WWBIC students attended the class on small business resources available through the library. This is a semi-regular part of their curriculum as students learn how to maximize research opportunities for business planning and start-up.

America Saves Week. Wisconsin Saves Week, February 23-28 is an annual event to promote good savings habits. MPL partnered with WWBIC to provide programming during this week. Three of the programs had external presenters. Finance Librarian Elisabeth Kaune prepared one on smartphone apps to assist with budgeting to present at the Zablocki Branch. On February 24, attendees learned how to create a simple budget and manage household spending at the Making Every Penny Count program.

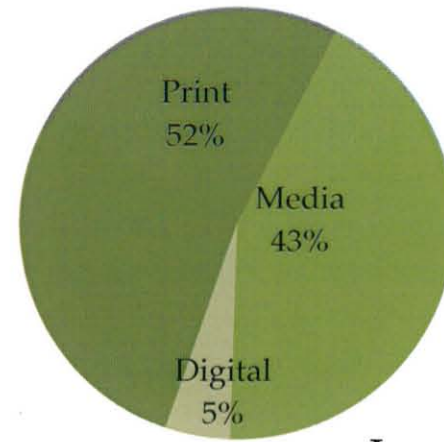
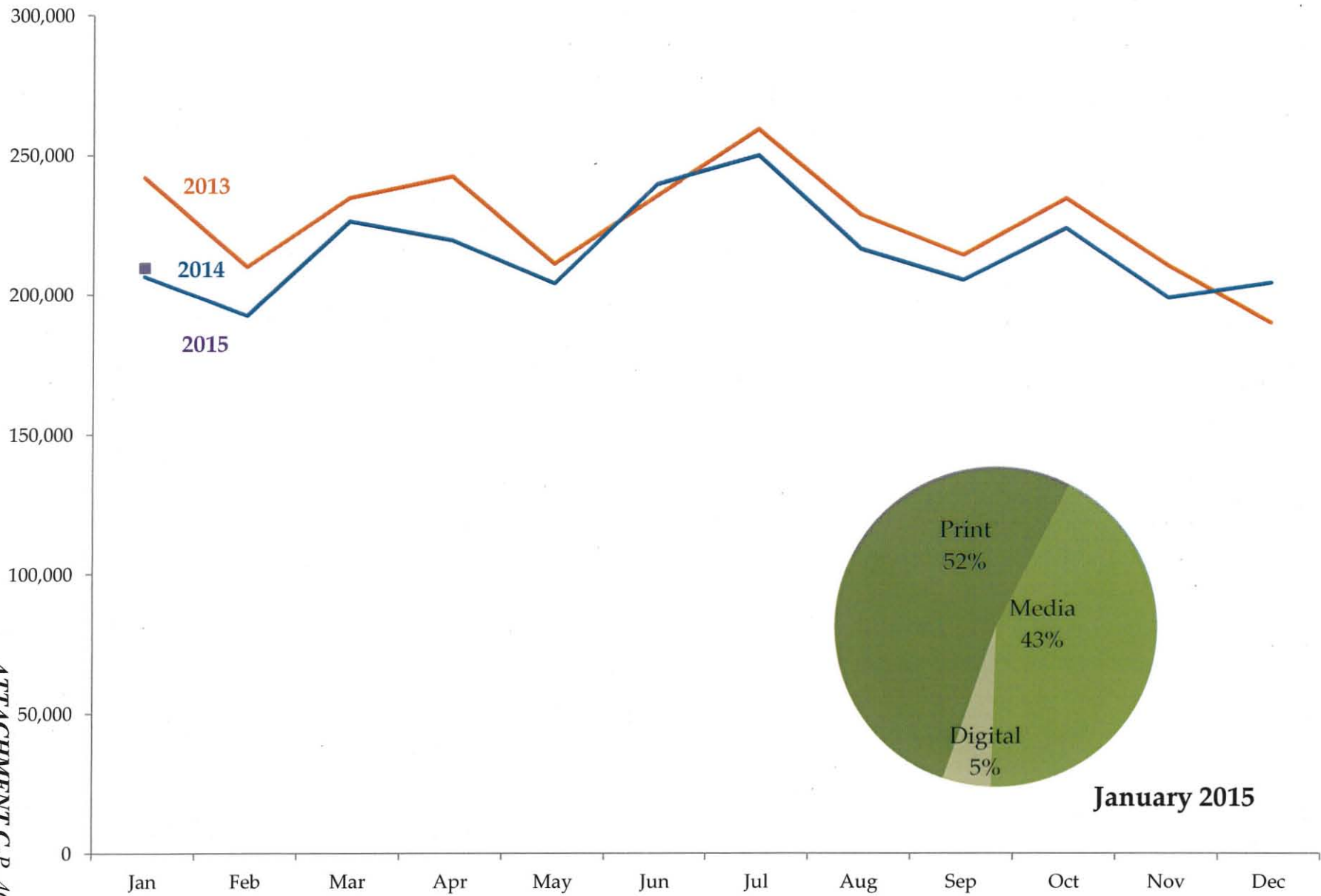
Downtown Private Law Librarians Association Lunch. Federal Documents Librarian Connie Behrens-Huffstetter presented a program on February 17 to the Downtown Private Law Librarians luncheon on the Treasures of the Humanities Department. There were twenty-three attendees. Ms. Behrens-Huffstetter discussed the genealogical resources, the Milwaukee Road collection, the Marine Historical collection as well as City archives, maps, local history, government documents, law, and a number of other items that are in the Humanities Department at Central.

Massive Open Online Course (MOOC) Kickoff. MPL is one of twenty libraries statewide that are participating with UW-Madison in the first ever statewide MOOC on the topic of Changing Weather and Climate in the Great Lakes. The course is free and registrants participate in a four week course led by UW Professor Steve Ackerman and others. The four-week course began February 23 and runs for four weeks. Local Milwaukee meteorologist Bart Adrian is conducting in person discussion sessions over the four sessions with two at Central and two at the East Branch. The kickoff event on February 21 featured environmental community partners such as MMSD who were on hand for consultations. Twenty-five people were in attendance and nine people took a pre-season Green Roof Tour.

Milwaukee Public Library Visits

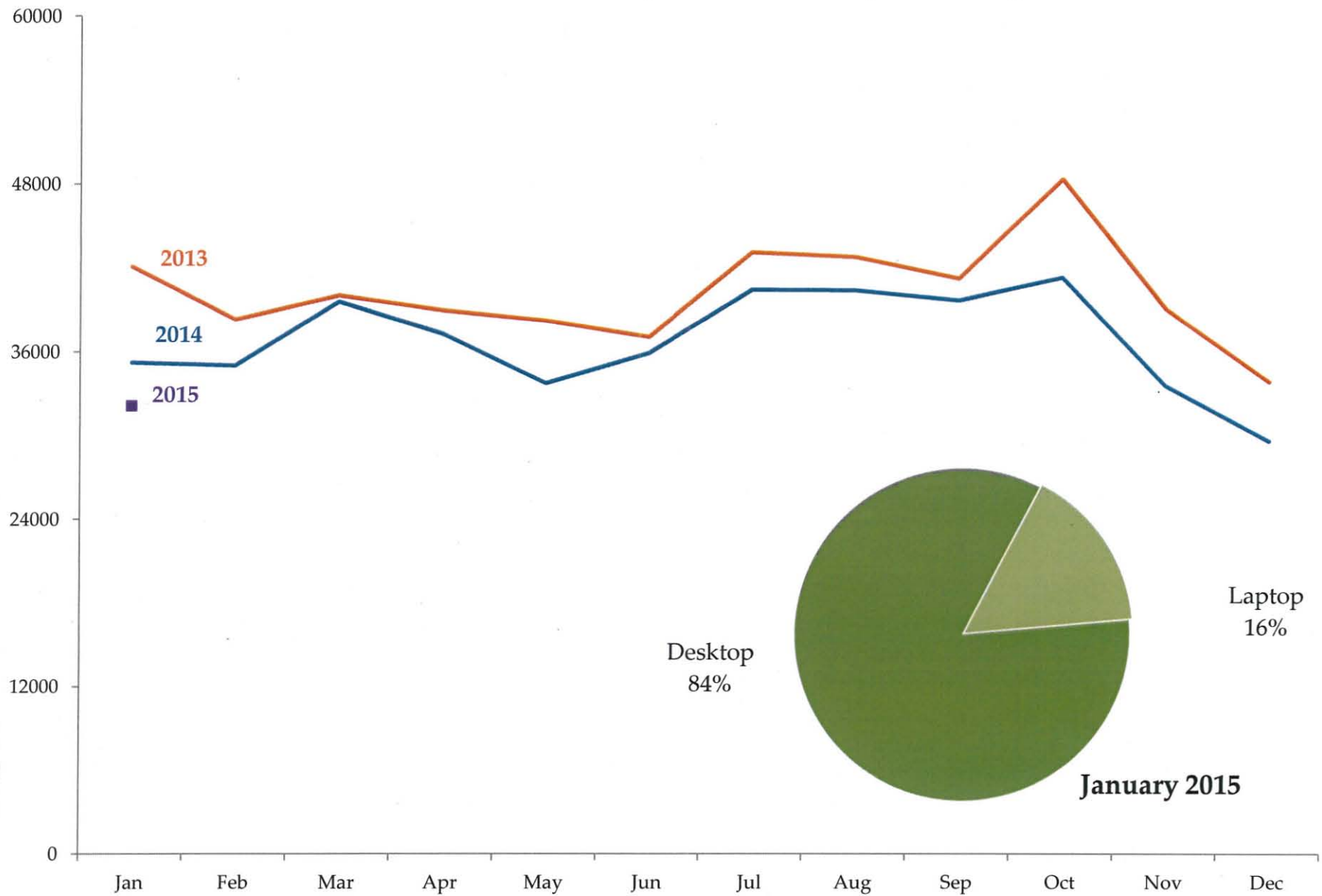


Milwaukee Public Library Circulation



January 2015

Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
January, 2015**

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	85,971	86,038	-0.1%	85,971	86,038	-0.1%

Database Hits ¹						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date ²	% Increase or Decrease
	4,333	6,271	-30.9%	4,333	6,271	-30.9%
		21.1% In-library 78.9% Remote			21.1% In-library 78.9% Remote	

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	7,216	6,464	11.6%	7,216	6,464	11.6%
Audiobooks	3,177	2,385	33.2%	3,177	2,385	33.2%

Downloads of Digital Music through Freegal ³						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	3,012	1,998	51%	3,012	1,998	51%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	45,132	44,209	2.1%	45,132	44,209	2.1%

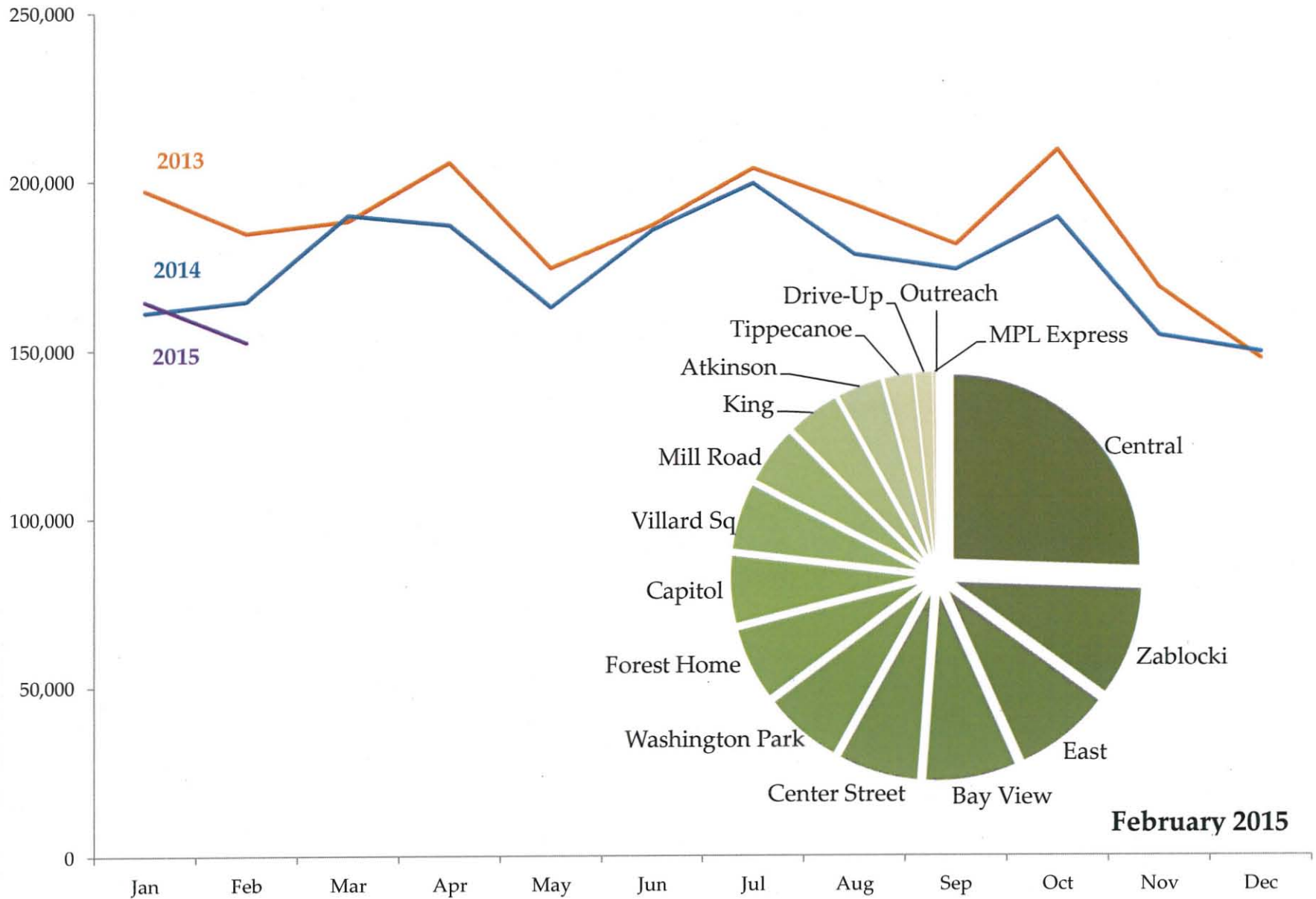
Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	12,823	13,452	-4.7%	12,823	13,452	-4.7%
Atkinson	715	725	-1.4%	715	725	-1.4%
Bay View	2,867	3,241	-11.5%	2,867	3,241	-11.5%
Capitol	2,547	2,686	-5.2%	2,547	2,686	-5.2%
Center Street	936	1,083	-13.6%	936	1,083	-13.6%
East	1,966	1,171	67.9%	1,966	1,171	67.9%
Forest Home	1,095	893	22.6%	1,095	893	22.6%
Martin Luther King	787	790	-0.4%	787	790	-0.4%
Mill Road	1,157	1,131	2.3%	1,157	1,131	2.3%
Tippecanoe	1,581	1,610	-1.8%	1,581	1,610	-1.8%
Villard Square	1,060	791	34.0%	1,060	791	34.0%
Washington Park	1,187	1,216	-2.4%	1,187	1,216	-2.4%
Zablocki	2,866	2,384	20.2%	2,866	2,384	20.2%
YCOS--Outreach	118	286	-58.7%	118	286	-58.7%
TOTAL	31,705	31,459	0.8%	31,705	31,459	0.8%

¹Effective June 2014, the method for tracking database use has changed from Cold Fusion to Google Analytics.

²No count for April & May 2014.

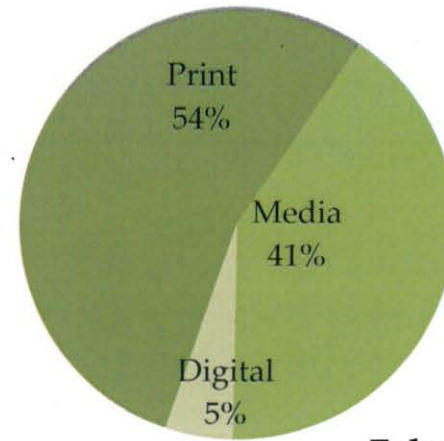
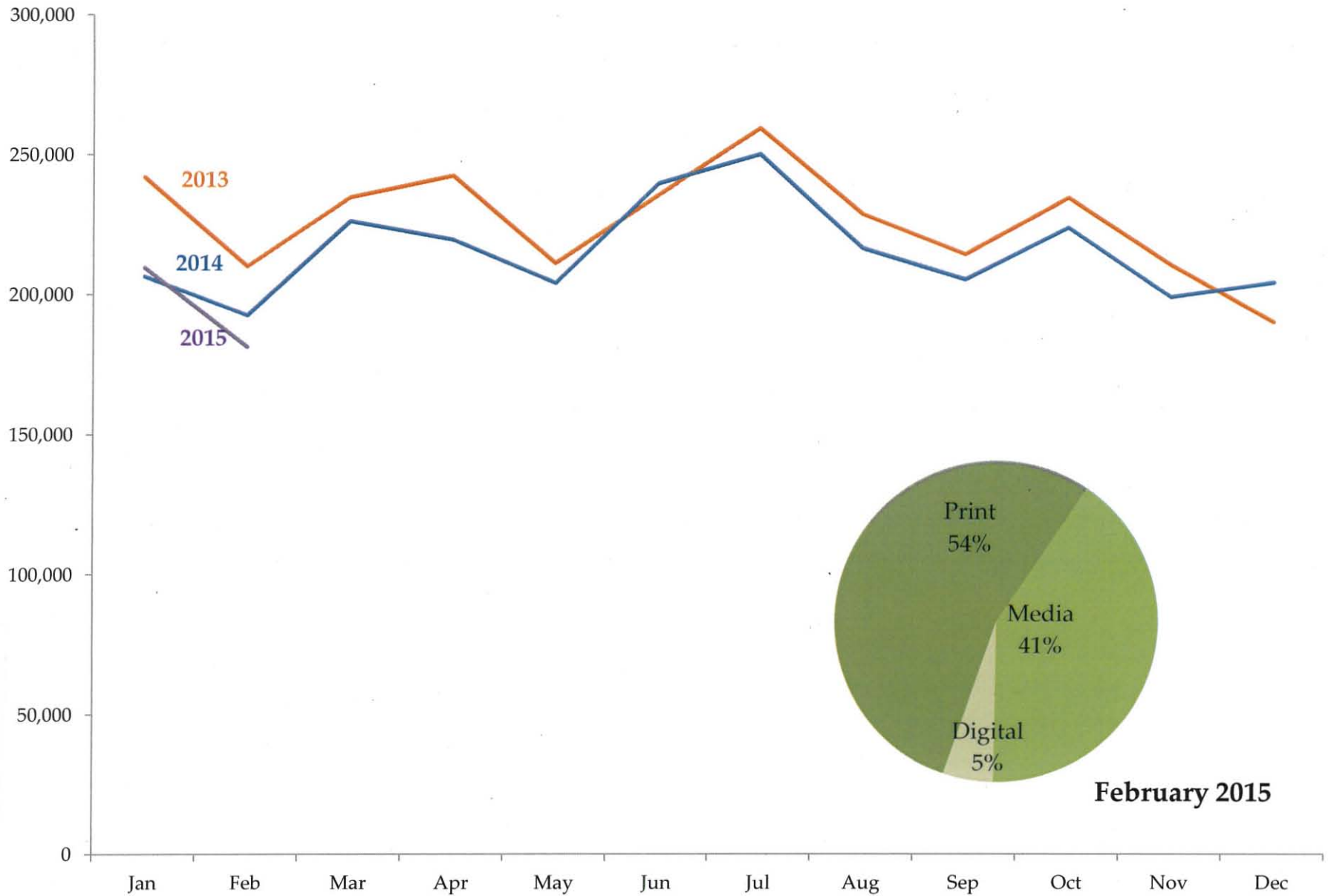
³Usage limit increased to 5 (from 3) per week in Oct. 2014.

Milwaukee Public Library Visits



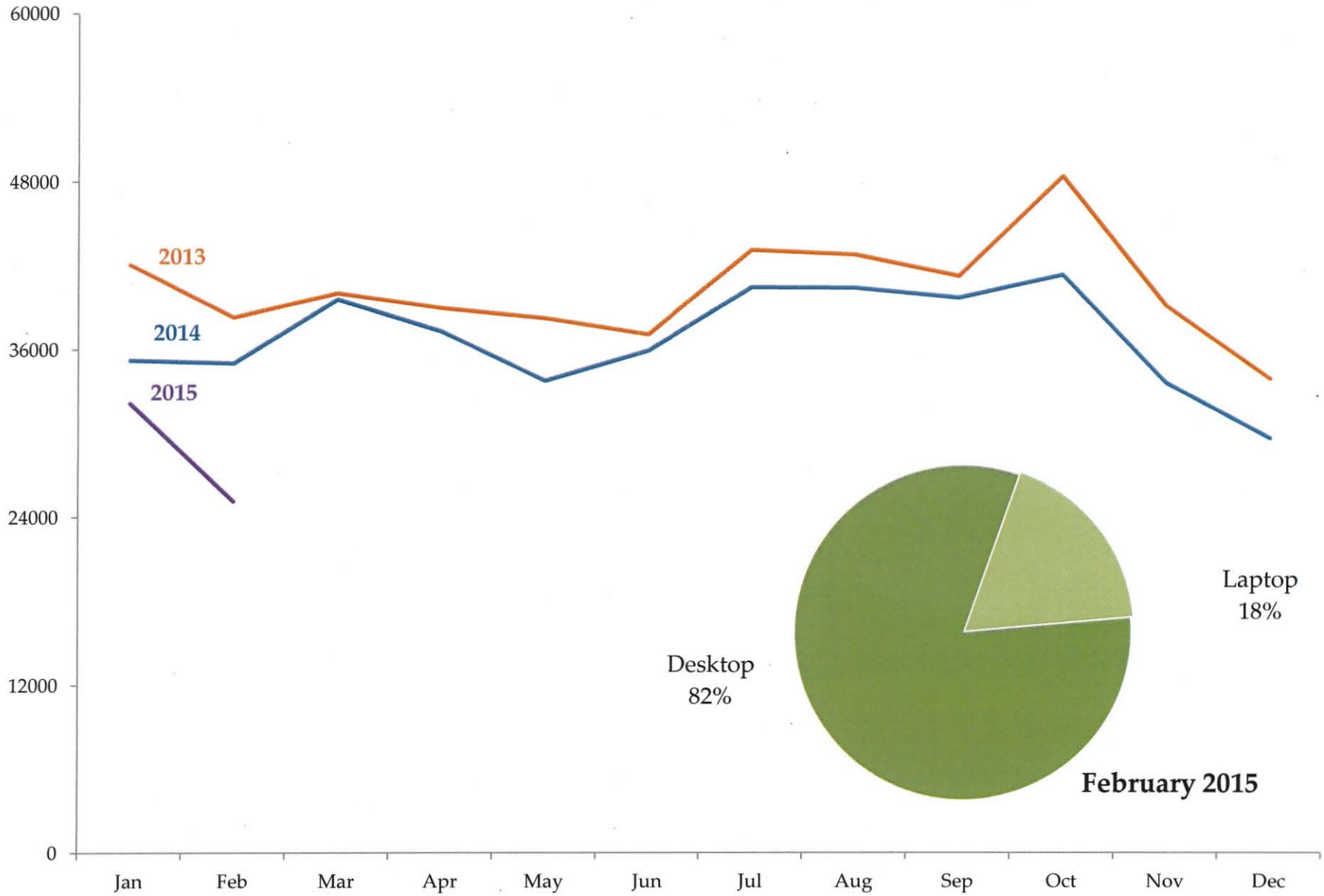
February 2015

Milwaukee Public Library Circulation



February 2015

Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
February, 2015**

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	215,967	87,568	146.6%	301,938	173,606	73.9%

Database Hits ¹						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date ²	% Increase or Decrease
	4,550	5,671	-19.8%	8,883	11,942	-25.6%
		22.5% In-library 77.5% Remote			21.8% In-library 78.2% Remote	

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	6,442	5,505	17.0%	13,658	11,969	14.1%
Audiobooks	2,974	2,152	38.2%	6,151	4,537	35.6%

Downloads of Digital Music through Freegal ³						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	2,833	1,831	55%	5,845	3,829	53%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	40,447	40,822	-0.9%	85,579	85,031	0.6%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	12,207	12,263	-0.5%	25,030	25,715	-2.7%
Atkinson	665	926	-28.2%	1,380	1,651	-16.4%
Bay View	2,378	2,723	-12.7%	5,245	5,964	-12.1%
Capitol	2,371	2,250	5.4%	4,918	4,936	-0.4%
Center Street	945	993	-4.8%	1,881	2,076	-9.4%
East	1,630	1,084	50.4%	3,596	2,255	59.5%
Forest Home	938	904	3.8%	2,033	1,797	13.1%
Martin Luther King	747	694	7.6%	1,534	1,484	3.4%
Mill Road	1,157	898	28.8%	2,314	2,029	14.1%
Tippecanoe	419	1,296	-67.7%	2,000	2,906	-31.2%
Villard Square	799	652	22.6%	1,859	1,443	28.8%
Washington Park	1,043	1,022	2.1%	2,230	2,238	-0.4%
Zablocki	2,062	1,790	15.2%	4,928	4,174	18.1%
YCOS--Outreach	158	241	-34.4%	276	527	-47.6%
TOTAL	27,519	27,736	-0.8%	59,224	59,195	0.1%

¹Effective June 2014, the method for tracking database use has changed from Cold Fusion to Google Analytics.

²No count for April & May 2014.

³Usage limit increased to 5 (from 3) per week in Oct. 2014.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

February 24, 2015

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, Ald. Nik Kovc, Sup. Theo Lipscomb, Mark Sain
All trustees are welcome to attend.
Joan Johnson, Sam McGovern-Rowen, Taj Schoening, Duane Wepking

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
March 5, 2015, Thursday, 8:00 a.m.-12:30 p.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Construction Contract Award for Tippecanoe Branch Renovation Project.** The committee will be asked to approve a construction contract for the Tippecanoe Branch renovation project.
2. **Mill Road Branch Development.** Library Construction Project Manager Sam McGovern-Rowen will provide a report on the community listening sessions held February 26, 2015 and March 4, 2015.
3. **Contract Award for Forest Home/Mitchell Development Project.** Architectural firms will make their presentations for the Forest Home / Mitchell Development Project.

8:15 - 8:45 a.m.	Zimmerman Architectural Studios, Inc.
9:00 - 9:30 a.m.	Uihlein-Wilson Architects, Inc.
9:45 - 10:15 a.m.	Quorum Architects
10:30 - 11:00 a.m.	Hammel, Green & Abrahamson, Inc.
11:15 - 11:45 a.m.	Engberg Anderson Design Partnership, Inc.

The Committee may vote to convene in Executive Session, pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of awarding the contract for the design of the Forest Home Branch at its new site on Mitchell Street.

The Committee may reconvene in open session at the conclusion of its closed session to announce their recommendation which will be forwarded to the Milwaukee Public Library Board of Trustees for affirmation.

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of in the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central WI 53233 Attn: Accommodation Request.

ATTACHMENT D-P. 1 of 4
MPL AGENDA-03/24/15

P. 59

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
BUILDING & DEVELOPMENT COMMITTEE
MINUTES
Thursday March 5, 2015
Central Library Meeting Room 1**

PRESENT: Michele Bria, Sharon Cook, Ald. Nik Kovac, Sup.Theo Lipscomb,
Dir. Mark Sain, Paula Kiely

STAFF Joan Johnson, Sam McGovern-Rowen, Taj Schoening, Crystal Sura,

PRESENT: Brooke VandeBerg, Duane Wepking

Committee Chair Michele Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:15 a.m. on March 5, 2015 with a quorum present. Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

1. **Construction Contract Award for Tippecanoe Branch Renovation Project.** Library Business Operations Manager Taj Schoening referred to a memo dated February 26, 2015 regarding Bids Received for Tippecanoe Branch Library Renovation Project. The library issued a formal public bid for construction of the Tippecanoe Branch renovation. Four Bids were received and reviewed. Library administration recommends awarding the contract to Creative Constructors LLC for the base bid plus alternate 1 to install a new roof and alternate 2, to repaint the exterior for a total of \$3,032,700. After a brief discussion, Trustee Cook moved and Trustee Kovac seconded a motion to award the contract to Creative Constructors LLC as recommended by library administration. The memo is attached at the end of these minutes. Motion passed.
2. **Mill Road Branch Development.** Library Construction Project Manager Sam McGovern-Rowen said that two community listening sessions were held on February 25, 2015 at Lamb of God Missionary Baptist Church located at 8415 W. Bradley Road at and March 4, 2015 at Destiny Youth Plaza located at 7220 N. 76 Street. The meetings were held in response to a proposed development that the Board expressed interest in, to replace the Mill Road Library on a new site at 7717 W. Good Hope Road. Maures Development Group LLC and CommonBond Communities Inc. explained their proposal to develop a 15,000 square foot library, affordable apartments on the upper levels and potential commercial space. The Maures Group presented an area market study that indicated a strong rental market. A total of thirty-seven area residents attended the meetings to ask questions and express opinions. Next steps include providing the district Alderman and the Board with a summary of the listening sessions, and continuing discussions with local business owners. An area traffic study and environmental study have been requested. Mr. McGovern-Rowen will provide an update on the outcomes as soon as practical. Informational item.

-
3. **Contract Award for Forest Home/Mitchell Development Project.** Interviews took place with five architectural firms for the purpose of awarding the contract for the design of the Forest Home Branch at its new site on Mitchell Street. Zimmerman Architectural Studios, Inc. represented by Doug Barnes; Uihlein-Wilson Architects, Inc. represented by Scott Ramlow; Quorum Architects represented by Brian Scotty; Hammel, Green and Abrahamson, Inc. represented by David Lang, and Engberg Anderson Design Partnership Inc. represented by Alex Ramsey. The firms presented their qualifications, initial concepts for design of the library space, suggestions for engaging the community on the project, information on their design process, and supporting documents. Following the interviews, Chair Bria announced the intention of going into executive session. Trustee Cook moved and Trustee Sain seconded the motion to convene in executive session for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require an executive session pursuant to Wisconsin Statutes 19.85(1)(e). Roll called and unanimously passed at 12:05 p.m. Library staff participated in the discussion. After deliberations, the Committee convened in open session at 1:32 p.m. on a motion by Trustee Sain, seconded by Trustee Lipscomb. Trustee Lipscomb moved to recommend the architectural contract for the design of the Forest Home Branch at its new site on Mitchell Street be awarded to Hammel Green & Abrahamson, Inc. Trustee Lipscomb noted that the library has had positive experiences working with the firm on past projects and their presentation featured balance between the historic preservation aspect and contemporary design. Trustee Cook seconded the motion. Motion passed. The committee's recommendation will be forwarded to the full Board of Trustees for approval at the regular meeting on March 24, 2015.

The meeting of the Board's Building & Development Committee was adjourned at 1:34 p.m. on March 5, 2015.



MEMORANDUM

Date: February 26, 2015

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees

From: Taj Schoening, Library Business Operations Manager

Re: Bids Received for Tippecanoe Branch Library Renovation Project

The Milwaukee Public Library issued a formal public bid for renovation of the Tippecanoe Branch Library. There were three alternates included in the bid. Alternate 1 was to install a new roof, alternate 2 was to repaint the exterior and alternate 3 was to refinish the existing ceiling. Four bids were received on February 24, 2015.

	<u>Base Bid</u>	<u>Alt 1</u>	<u>Alt 2</u>	<u>Alt 3</u>
Toki & Associates, Inc.	\$2,633,620	\$43,560	\$9,504	\$ 32,880
Creative Constructors LLC	\$2,939,900	\$85,000	\$7,800	\$ 1,000
J.H. Hassinger Construction	\$3,001,572	\$46,800	\$7,200	\$177,086
KPH Construction	\$2,984,863	\$77,900	\$6,397	\$ 17,487

The low bidder asked to withdraw their bid due to inaccurate bid pricing. Library administration recommends allowing this withdrawal and awarding the contract to the next low bidder, Creative Constructors LLC for the base bid plus Alternates 1 and 2 for a total of \$3,032,700.



MILWAUKEE

PUBLIC LIBRARY

Milwaukee Public Library Board of Trustees Briefing

Topic: Wisconsin Library System Changes

Date: March 16, 2015

Author: Paula A. Kiely, Library Director

Summary Update: The proposed changes that would streamline the Wisconsin Library System that have been discussed with the Board over the past year will not move forward at this time. The subcommittee of the Council on Library and Network Development (COLAND), who led the process that resulted in the proposed changes, said on Friday, they will take a step back to review their implementation timeline and budget and to explore funding models that are more viable. The committee had gained the support of Department of Public Instruction (DPI) Superintendent Tony Evers, but was unable to find support for State funding in the 2015-17 State Biennial Budget process after meetings with the Governor's Office, Speaker Vos and Senator Wanggaard, and Representatives Nygren and Kooyenga.

Recommendations: Library Administration and the Board should continue to engage with COLAND, the Superintendent's Office, and MCFLS to better understand the potential impact on Milwaukee area libraries and to consider next steps. Work should continue with Milwaukee Legislators and the City's Intergovernmental Relations Department to gain official State recognition and appropriate funding for the Central Library as the State's Public Resource Library. A white paper that supports this designation is underway.



MILWAUKEE

PUBLIC LIBRARY

Milwaukee Public Library Board of Trustees Briefing

Topic: Wisconsin Library Association - 2015 Legislative Day

Date: March 13, 2015

Author: Paula A. Kiely, Library Director

Summary: All Milwaukee legislators or their aides were visited by MPL representatives during the annual Wisconsin Library Association Legislative Day on February 12th. As Association members, we asked legislators to support the library funding currently in the Governor's Budget, which includes 1) stable funding for Public Library System Aid (funding for MCFLS and other Library Systems), Library Service Contracts (Wisconsin Talking Book and Braille Library and Interlibrary Loan), and Newline for the Blind; and 2) a slight increase in funding for Badgerlink databases. We also shared information about the programs and services being offered at MPL, invited them to visit the library and use our meeting rooms for town hall meetings, and offered ourselves as resources to them on library issues.

Background: Each year in February, members of WLA are asked to advocate for the Association's Legislative Agenda by visiting elected officials or their aides in the Capitol. It's important for MPL to build and keep relationships with the statewide library community and legislators. Participation in the annual WLA Legislative Day is one way we do this. We visit all Milwaukee legislators, share the WLA agenda, and talk about local library issues. Consistency is important, so each year the same staff members are assigned to the same legislators to strengthen their relationships and to provide consistent and regular communication.

Recommendation: Library Trustees have the potential to play a role in this process and should be engaged by participating in this event, by attending other meetings with legislators in libraries, by providing advice to library staff in working with legislators, and by sharing their relationship with them.

Wisconsin Library Association Legislative Day, February 17, 2015, Madison, WI

Milwaukee – State Delegationⁱ
November 2014 post-election

Library	District	Assembly	2015 visit	District	Senate	2015 visit
Greenfield	7	Daniel Reimer (D)		3	Tim Carpenter (D)	
Forest Home	8	JoCasta Zamarripa (D)	Brooke VandeBerg	3		
Zablocki	9	Josh Zepnick	Dawn Lauber	3		
King, Villard, Atkinson	10	David Bowen (D) ⁱⁱ NEW	Paula Kiely	4	Lena Taylor (D)	Paula Kiely Judy Pinger
	11	Mandela Barnes (D)	Joan Johnson	4		
Mill Road	12	Fred Kessler	Dawn Lauber	4		
Wauwatosa	13	Rob Hutton (R)	Brooke VandeBerg	5	Leah Vukmir (R)	Brooke VandeBerg
	14	Dale Kooyenga (R)	Paula Kiely	5		
West Allis	15	Joe SanFelippo (R)		5		
Central	16	Leon Young (D)	Judy Pinger	6	Nikiya Harris (D)	Sam McGovern-Rowen Judy Pinger
Capitol	17	La Tonya Johnson (D)	Joan Johnson	6		
Center Street, WPL	18	Evan Goyke (D)	Joan Johnson	6		
Bay View, East	19	Jonathan Brostoff (D) ⁱⁱⁱ NEW	Sam McGovern-Rowen	7	Chris Larson (D)	Sam McGovern-Rowen

Wisconsin Library Association Legislative Day, February 17, 2015, Madison, WI

Tippecanoe, Cudahy, St. Francis	20	Christine Sinicki (D)	Dawn Lauber	7		
Oak Creek, South Milw.	21	Jessie Rodriguez (R) ^{iv}		7		
North Shore, Shorewood, Whitefish Bay	22	Janel Brandtjen (R) ^v		8	Alberta Darling (R)	
Brown Deer	23	Jim Ott (R)		8		
	24	Dan Knodl (R)				
Franklin, Greendale	82	Ken Skowronski (R) ^{vi}		28	Mary Lazich (R)	
	83	Dave Craig (R)				
Hales Corners	84	Mike Kuglitsch (R)	Paula Kiely	28		

-
- ⁱ Attending: Paula, Joan
ⁱⁱ Replaced Sandy Pasch
ⁱⁱⁱ Replaced Jon Richards
^{iv} Replaced Mark Honadel
^v Replaced Don Pridemore
^{vi} Replaced Jeff Stone

STATEMENT CONCERNING PUBLIC LIBRARY SYSTEM EFFECTIVENESS

As required by Wis. Stat. s. 43.58(6)(c), the following statement with the appropriate wording indicated (that the library system either did or did not provide effective leadership and adequately meet the needs of the library) must be approved by the library board. The decision about whether the library system did or did not provide effective leadership and adequately meet the needs of the library should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities.*

County

The _____ Board of Trustees hereby states that in 2014, the _____
Name of Public Library *Name of Public Library System / Service*

Indicate with an X one of the following two statements.

- ☐ Did provide effective leadership and adequately meet the needs of the library.
☐ Did not provide effective leadership and adequately meet the needs of the library.

Explanation of library board's response. *Attach additional sheets if necessary.*

* The statement **may** be sent directly to the Division for Libraries and Technology (DLT), Jamie McCanless, P.O. Box 7841, Madison, WI 53707-7841. This page need not be forwarded to your library system.

CERTIFICATION

The preceding statement was approved by the Public Library Board of Trustees.

Division staff will compile the statements received for each library system and, as required by Wis. Stat. s. 43.05(14), conduct a review of a public library system if at least 30 percent of the libraries in participating municipalities that include at least 30 percent of the population of all participating municipalities report that the public library system did not adequately meet the needs of the library. This statement may be provided to your public library system.

President, Library Board of Trustees Signature

Name of President *Print or type*

Date Signed



ATTACHMENT G-P. 1 of 2
MPL AGENDA-03/24/15

Certification

The signatures of the library director and library board president, certifying this report and its review and approval by the library board must be provided.

Statement Concerning Public Library System Effectiveness

In reference to the public library annual report, *Wis. Statute 43.58(6)(c)* reads as follows:

The report to the division shall contain a statement by the library board indicating whether the public library system in which the library participated during the year of the report did or did not provide effective leadership and adequately meet the needs of the library and an explanation of why the library board believes so. The division shall design the form of the statement so that it may be removed from the report and forwarded to the division before it is sent to the public library system.

Indicate on the provided statement that the public library system either *did* or *did not* provide effective leadership and adequately meet the needs of the library. *The library board must approve this statement.* The decision about whether the library system did or did not provide effective leadership and adequately meet the needs of the library should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities. If the library board chooses to submit a negative response, you must provide an explanation of the library board's decision in the space provided.

It is simplest to indicate the outcome online and submit the form with the complete report; however, if the library board so chooses, the statement *may* be indicated only on a paper form, approved, signed, and submitted separately from the rest of the public library annual report. If the library board chooses that course of action, please choose "Not indicating online" from the dropdown list. Send the signed paper statement directly to:

Jamie McCanless
Division for Libraries and Technology
PO Box 7841
Madison WI 53707-7841

Division staff will compile the statements received for each library system. As required by *Wis. Stat. 43.05(14)*, the Division will conduct a review of a public library system if at least 30% of the libraries in participating municipalities that include at least 30% of the population of all participating municipalities report that the public library system did not adequately meet the needs of the library.

XV

The statement page need not be forwarded to your library system with your annual report; however, as a public document, the separate paper statement will be provided upon request to your public library system or others.

System effectiveness forms are due by the same date as the annual report.