



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 May 26, 2015

4:30 p.m.

Central Library Meeting Room 1

814 West Wisconsin Avenue

Milwaukee, WI 53233

AGENDA

PUBLIC COMMENT

RESOURCES / RECOMMENDATIONS / RESEARCH

1. **Central Library**. Deputy Director Joan Johnson will present an overview of the important resources of the Central Library such as City of Milwaukee archives, Federal government documents, maps, sheet music, photographs and manuscripts.

CONSENT AGENDA

Attachment A, page 3

2. **Regular Board Meeting Minutes April 28, 2015.**

3. **Committee Reports.**

Library Services and Programs Committee Meeting May 4, 2015 cancelled due to the lack of a quorum

4. **Administrative Reports.**

a. Personnel Actions

b. Financial Report

c. Library Director's Reports

REPORTS

5. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the May 18, 2015 MCFLS Board meetings.

Attachment B, page 24

6. **Finance & Personnel Committee.** The Board will hear a recommendation from the interviews held at the May 4, 2015 committee meeting to select an investment management firm for the MPL Trust Fund.

Attachment C, page 33

7. **Building and Development Committee.** Chair Bria will provide a report from the May 7, 2015 Building and Development Committee regarding the branch building initiative and the library's naming policy.

Attachment D, page 35

OLD BUSINESS

8. **Mill Road Branch Redevelopment.** The Board will take action on the Maures Development/Common Bond proposal for a new Mill Road Library at 7717 W. Good Hope Road.

NEW BUSINESS

9. **Library Budget 2016.** Library administration will provide information on the 2016 budget.

Attachment E, page 39

STRATEGIC DISCUSSION

10. **Resource Library.** The Board will continue its discussion about the potential for formal recognition of Central as Wisconsin's Resource Library

REMINDER: Next scheduled meetings are:

June 4, 2015 – Building & Development Committee – Central Library 8:00 a.m.-9:00 a.m.

June 10, 2015 – Executive Committee – Central Library 4:00 p.m.-5:00 p.m.

June 23, 2015 – Regular Meeting – Central Library 4:30 p.m.-6:00 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.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday April 28, 2015
East Library Meeting Room
2320 N. Cramer Street
Milwaukee, WI 53211**

PRESENT: JoAnne Anton, Michele Bria, Sharon Cook, John Gurda, Ald. Nik Kovac, Sup. Theo Lipscomb, Joan Prince, Paula Kiely

EXCUSED: Denise Callaway, Ald. Milele Coggs, Ald. Ashanti Hamilton, Chris Layden, Mark Sain

STAFF: Rachel Collins, Ryan Daniels, Consuelo Hernandez, Kelly Hughbanks, Joan Johnson, Dawn Lauber, Sam McGovern-Rowen, Mary Milinkovich, Judy Pinger, Taj Schoening, Crystal Sura

OTHERS Bruce Gay, MCFLS

PRESENT: Amy Hefter, Legislative Reference Bureau

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on April 28, 2015 with a quorum present.

PUBLIC COMMENT None.

Director Kiely announced the promotion of Ms. Judy Pinger to the position of Assistant Director of Collections, Technical Services, and IT.

Ms. Rachel Collins was introduced as the East Branch Manager. Ms. Collins welcomed the Board and provided a brief history on the East Branch. The current building is the fifth rendition, in one hundred years, of a Milwaukee Public Library on the East side. During the grand opening on November 22 of last year, over 2000 people were served. East practices a proactive service model, addressing patron's needs throughout the library as opposed to behind a reference desk. She added that the new facility is technology rich and new library card registration has increased.

SPECIAL COMMUNICATION

1. **Fulbright Scholar.** President Gurda introduced Ms. Tatiana Baranova, who is in Milwaukee from Minsk, Belarus. Ms. Baranova explained that she is on a three month Fulbright scholarship studying project management in public libraries. Milwaukee was chosen for her research because of the University of Milwaukee School of Information Studies, who provided supervision, and the Milwaukee Public Library, who provided examples related to her research. Informational item.

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2. **Appearance by Poet Laureate.** Coordinator of Humanities, Arts & Special Collections Mary Milinkovich introduced Mr. Matt Cook, Milwaukee's newest poet laureate. He has been selected to serve as Milwaukee Poet Laureate for a two-year term. The poet laureate makes guest appearances during the term, promoting poetry throughout the community. Mr.

Cook read one of his poems. The Poet Laureate Program is supported through the generous contributions of the Friends of the Library. Informational item.

RESOURCES / RECOMMENDATIONS / RESEARCH

3. **Summer Reading/Summer Slide.** The Board was given a presentation on the library's Summer Reading program and how it reduces summer slide.

CONSENT AGENDA

After asking the Board if any items should be removed from the Consent Agenda, President Gurda entertained a motion to approve. Trustee Prince moved and Trustee Cook seconded a motion to approve the Consent Agenda. Motion passed unanimously.

4. Regular Board Meeting Minutes March 24, 2015
5. Board Correspondence
6. Committee Reports.
Finance & Personnel Committee Meeting Minutes April 1, 2015
7. Administrative Reports.
 - a. Personnel Actions
 - b. Financial Report
 - c. Library Director's Reports

REPORTS

8. **Building and Development Committee.** Chair Bria referred to the April 2, 2015 Building and Development Committee meeting agenda and minutes listed as attachment B, page 21 of the agenda. The Committee approved recommending to the full Board, a contract award for the Central Library Annex Decking project to Wm. Sackerson Construction Co., Inc. for the base bid, plus Alternate 1 for a total of \$287,670. Trustee Bria moved to approve the contract and Trustee Cook seconded the motion. Motion passed.

Trustee Bria said that HGA architects are moving forward with the interior design of the Hills Building on Mitchell Street that will replace the current Forest Home Branch. The contract is being negotiated.

The committee was updated on the branch building initiative by Library Construction Project Manager Sam McGovern-Rowen. He said that the Forest Home developer, Gorman and Company, has hired Quorum Architects to do initial design work on the apartments. Discussions will continue regarding use of the basement, the alleyway and the rear building located on the site. Gorman will need to submit the Historic Preservation application in July 2015.

Mr. McGovern-Rowen explained to the Board the action steps that have been taken regarding the Mill Road Branch proposal and community outreach. As suggested by the Trustees, every resident that attended the listening sessions have been sent a follow-up correspondence noting the Library Development section at mpl.org that lists the Frequently Asked Questions. The Maures Development/Common Bond display at the current Mill Road branch has been updated, moved to a prominent location and staff have been initiating conversations with patrons about the project. Comment cards are also available near the display. Flyers were distributed to local businesses near the site. An MPL volunteer distributed fifty flyers to a dozen businesses. Public Service Area Manager Dawn Lauber also distributed fifty fliers in the neighborhood. The Department of Public Works has agreed to do a site traffic study. Both Aldermen Puente, Bohl and Davis have been contacted with updates on the process. Informational item.

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9. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels reported that on May 14 the Friends of the Milwaukee Public Library will hold their Spring Literary Luncheon, featuring author Elizabeth Berg and her novel, "The Dream Lover." The lunch will be at the Wisconsin Club, and they are also an event partner. The Friends Board agreed to partner with the Milwaukee Institute of Art and Design to reimagine the Bookseller. The Foundation Board approved \$100,000.00 from last years' proceeds be provided to MPL for the Awareness Campaign. A group of thought leaders have agreed to provide strategic insight to ensure the funding is leveraged effectively. The Foundation is rolling out a Corporate Giving Program this spring. Mr. Daniels added that fifteen different Foundations were invited to an information session on library services on April 15 and 16. The feedback was very affirming. Informational item.

OLD BUSINESS

10. **Follow-up to Strategic Discussion.** The action taken as a result of the March discussion about the Branch Redevelopment was discussed as part of item 8.

NEW BUSINESS

11. **Milwaukee County Federated Library System (MCFLS) Strategic Planning.** Resource Library Representative Trustee Kovac reported that at the April 20, 2015 meeting there was discussion regarding the State Statute requirement for system libraries to provide same service in relation to electronic resources. Some MCFLS member libraries subscribe to electronic products which are not available to all County residents. MCFLS Director Bruce Gay will work with the Department of Public Instruction to arrive at an acceptable compliance plan. Director Kiely added that the Statute may need to be updated to address the change of delivery service in libraries. Director Kiely distributed a Trustee briefing on the topic of MCFLS strategic planning dated April 20, 2015, attached at the end of these minutes. Trustee Kovac referred to attachment C, page 25 of the agenda. He said that a survey of MCFLS Directors was completed as part of a strategic planning session held on April 8, 2015. The Board reviewed a summary of survey results that listed the director's ranking of MCFLS services in order of importance. Director Kiely and Trustee Kovac agreed that the session, which included member library directors and MCFLS Board members, was a positive and productive method to guide MCFLS's plan. Informational item.

STRATEGIC DISCUSSION

12. **Positioning Central Library as the Resource Library.** Director Kiely distributed a Trustee briefing on the topic of resource library dated April 20, 2015. President Gurda led a discussion on the Central library should lobby to become the resource library for the state. The Trustees considered the impact that this recognition would have on MPL. They asked that at the May 26, 2015 Board meeting, an overview of the important resources of the Central Library be presented to better inform this decision. The briefing document is attached at the end of these minutes. Information item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of April 28, 2015 was adjourned at 6:20 p.m.



Trustee Briefing

Topic: Milwaukee County Federated Library System (MCFLS) Strategic Planning

Date: April 20, 2015

Author: Paula Kiely, Library Director

Summary: The Milwaukee County Federated Library System (MCFLS) invited member library directors and MCFLS Board members to attend a one-day strategic planning session held on April 8. An independent facilitator designed and led the process, which was intended to identify, rank, and measure the satisfaction of current MCFLS services as well as determine what additional services and programs would be of value to the members and at what cost. Members completed a survey prior to the planning session and the results were shared at the meeting and used to generate a dialog. The discussion was productive and a list of potential new services was developed, including increasing advocacy activities at the state and local level, providing statistical reports to help members measure their own effectiveness, and leading new service innovations such as "floating collections." Some members indicated a willingness to fund new services and initiatives by reducing reciprocal borrowing and resource library payments. A draft of the full report will be shared with library directors at the May 14 meeting of the Library Directors Advisory Council (LDAC) and with the MCFLS Board at their May 18 meeting.

Background: Library Systems were formed in the early 1970s as a mechanism by which the State provided funding for public libraries. There are currently 17 Systems with Milwaukee being one of only four systems to consist of a single county. Systems are required to provide interlibrary loan (ILL) and delivery services as well as training. MCFLS provides the ILL service through a contract with MPL. The System is also required to designate one library to serve as the Resource Library (MPL) and to enter into an agreement with each member. To be a member, a library must agree to share its resources and to provide the same services to other member's residents as they do their own. This is the first time in many years that MCFLS has undertaken a strategic planning process and, to my knowledge, the first time that members have been surveyed about System services. Planning efforts in the past have focused on the Member Agreement and the Resource Library Agreement, staff training, and purchasing technology enhancements. MCFLS has coordinated other efforts such as database purchases, youth initiatives, and others. The MCFLS Board is responsible for their budget and may use it as they believe best meets the needs of their members. Over the years, funding has been used to support technology, including a system-wide Catalog as well as the other items mentioned earlier.

Recommendation: The strategic planning process is a very positive step. I recommend we review the draft plan and discuss it at the May meeting.

Next Steps: Review the draft plan when received and share with MPL Board for discussion at the May meeting.

Resources: Charts attached to the April 28, 2015 Board Agenda.



Trustee Briefing

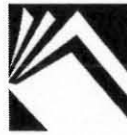
Topic: Resource Library
Date: April 20, 2015
Author: Paula Kiely, Library Director

Summary: The Milwaukee Public Library is the largest public library in the State of Wisconsin, and one of the oldest. The library has collected broadly and deeply over its 137 year history to serve the needs of businesses, researchers, students, and the general public. At one time, Central Library served as the academic library for area universities and colleges. Special collections were developed or donated to the library, making its holdings unique and of historical significance. Visitors to the Library benefit from the expertise of the librarians responsible for curating these collections as well as the guidance they offer in using them. Researchers include people from the city, the metro area, the state, and out of state. Given the unique resources, the level expertise of the librarians, and the significant value these assets have for the entire State, recognition of the Central Library as the State's Resource Library with appropriate funding would allow the library to increase access. Currently, Central Library serves as the Resource Library for the Milwaukee County Federated Library System. Becoming the State's Resource Library would not replace this role, but expand it.

Background: Since 1971 and the establishment of Wisconsin Library Systems (WSS Chapter 43), Milwaukee Public Library (MPL) has served as the Resource Library for the Milwaukee County Federated Library System. In fulfilling this role, MPL agrees to provide back-up reference and library service to other member libraries and their residents. The statute was written at a time when nearly all materials used to provide service was in print format. Today, libraries rely increasingly on electronic resources to help patrons, with many resources being available and affordable to all libraries. This has led to the belief by some that resource libraries are obsolete. Resource libraries receive compensation for the service they provide and this varies significantly between systems. MPL's contract for services is approximately \$187,000. Along with purchasing many specialized electronic resources and databases, not readily affordable by most libraries, MPL's has continued to develop a collection of print materials, including research and reference materials not found at other libraries.

Recommendation: Work with the City's Intergovernmental and others to lobby for this recognition.

Next Steps: Complete white paper including a budget and the benefits to state residents.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

April 27, 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

From: Paula A. Kiely
Library Director

Re: Library Services & Programs Committee Meeting
May 4, 2015 5:30 p.m.-6:30 p.m.
Central Library Meeting Room 1
814 W. Wisconsin Ave.

MEETING NOTICE AND AGENDA

1. **Public Use of Library Meeting Spaces and Petitioning Policy.** The committee will review the policy and discuss recommended changes.
Attachment A, page 2
2. **Library Card Campaign.** The committee will discuss activities related to the campaign including meetings with several schools and the Department of Public Instruction.

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.

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ATTACHMENT A-P. 6 of 21
3. Services & Programs Agenda
05/04/15

Community Rooms and Conference Rooms/Meeting Spaces, Public Use of

The primary purpose of the library's meeting spaces is for library activities and programs and as such, library programs take precedence over all other use of the spaces.

In support of community activities and in its role as an anchor institution in the neighborhood, the Milwaukee Public Library (MPL) makes its meeting spaces available for use by the public when not in use by the library. Designated Community Rooms and Conference Rooms throughout the library system may be reserved by the public subject to the criteria outlined in this policy.

Meeting Spaces throughout the library system include:

Community Rooms

Community Rooms are defined as MPL's larger spaces that hold 50 people or more and where setup can be altered. Community Rooms are available for use by organizations including non-profits, community and neighborhood groups, and organizations for the public good, educational and cultural institutions, benevolent organizations, and government agencies. For-profit agencies may use the space, but not for the purpose of sales or solicitations. Community Rooms can be used for:

Programs: Programs held in library spaces must be for an educational, cultural, civic, intellectual, community service, or charitable purpose. Programs must be free and open to the public. Anyone requesting admittance to the program must be allowed to attend free of charge.

Meetings: Meetings with a restricted invitation list may be held in library community Rooms. Examples include board or administrative meetings, organizational meetings, planning meetings, book clubs, and neighborhood watch group gatherings.

Conference/Study Rooms

Conference Rooms are MPL's smaller spaces with fixed setups that provide a quiet, semi-private setting. Conference Rooms may also be used by organizations for meetings as defined above. Additionally, they may be used by adult individuals (age 18 and over) for meetings and for purposeful research, work, and/or study. These Rooms are not suitable for public programs, and meetings do not have to be open to the public. Examples include a staff meeting for an organization, or a free tutoring session.

Rooms are reserved on a first-come, first-served basis contingent on availability, either in advance or on the day needed. Rooms can be reserved up to three months in advance of a date. Groups and individuals are limited to 12 room uses in a calendar year. Library programs, activities, and events are given priority over all other room uses; in extenuating circumstances, the library reserves the right to preempt any previously scheduled event for MPL use.

Community Rooms and Conference Rooms/Meeting Spaces, Public Use of

Continued

Prohibited Uses

- Money-making or commercial activities including monetary solicitation. The use of the meeting spaces shall not result in financial gain to the community room user or the organization. No profit can be earned from an event held at the library.
- Programs or meetings where an admission fee is charged or raffle held; or those where donations, collections, or fees of any kind are taken.
- Activities involving the sale, advertising, or promotion of products or services or programs, including compilation of mailing lists for any type of future solicitation.
- Social functions or personal/family activities including family reunions, showers, birthday, or other celebrations.
- Entertainment or recreational purposes.
- Unlawful activity.

Parameters

Rooms may be used during library open hours. No one can be admitted to a building before open hours and the meeting or program must terminate and everyone must be out of the building 15 minutes prior to close. To ensure equitable access to meeting spaces, room use is limited to five (5) hours per use, and up to a collective maximum of twelve (12) times per calendar year. The capacity of the room may not be exceeded, and the library reserves the right to move a meeting to an alternate space based on number of attendees. The room must be attended at all times. The applicant must be present during the entire use of the space, should be the last person to leave, and should advise library staff when they vacate the room. The applicant is responsible for relaying usage requirements to all attendees. Children and young people in the group must be adequately supervised by adults at all times. There must be at least one (1) adult present for every fifteen (15) minors. No group, organization, or individual may use the address of any MPL location as a permanent or mailing address.

Meeting space users may not post signs, banners, flags, or other displays on the walls or exterior of the library. Exits and doorways may not be covered and must remain unobstructed for fire safety. If there are blinds in the room, these must be kept open.

No advance deliveries will be accepted by the library for meetings or programs. Materials may not be stored at the library before or after a room use. The library will not be responsible for any equipment or items left in the rooms.

Permission to use a space does not imply library endorsement of the views, aims, policies, or activities of any group or organization. Permission to use a space is revocable and does not constitute a lease.

Conduct

Applicant is solely and fully responsible for the space and all of its contents, and for any and all loss/damage to the building, furniture, or equipment.

The applicant must manage the orderly behavior of all attendees, and the Library Code of Conduct must be observed at all times. Use of the meeting spaces may not be disruptive of the programs and activities of the library, nor may it create a public safety hazard. Noise level is subject to regulation by staff. Smoking is not permitted.

In the event of misconduct, library staff may immediately terminate the event/meeting and clear the premises.

Community Rooms and Conference Rooms/Meeting Spaces, Public Use of

Continued

Setup, Cleanup, and Equipment

Tables and chairs are available in all rooms for use by groups. Groups assume full responsibility for arranging their own Community Rooms and all spaces must be left in good order. Following the room use, the group must clean and restore the room to its original condition and setup arrangement. If additional custodial assistance is required to clean or repair the facility after the room use, the group will be billed a minimum of \$50 plus any actual cost of any damages.

Central's Krikelas Conference Room offers a laptop, LCD projector, DVD player, and television. LCD projectors are available in all branch library Community Rooms. Laptop computers may be available at some branch locations and can be checked out for use when the meeting space is located inside of the security gates. Laptop computers are not allowed outside of the security gates. Library telephones and telephone jacks are for staff use only.

If utilizing laptop computers during a space use, users must work within MPL's computer environment. Users agree to comply with the library's Computer Use Policy. The library is not able to provide computer instruction or technical assistance for equipment.

Light refreshments may be served by the group. Members of the group are responsible for bringing all serving equipment, napkins, cups, and other supplies needed for the refreshments. The group is further responsible for all food setup and cleanup. Alcoholic beverages are not permitted.

Other Requirements

All groups must comply with the Americans with Disabilities Act (ADA). Groups using the library's spaces must agree to meet ADA requirements and to provide requested accommodations for meetings or programs. The agreement to provide accommodations is to be included in the publicity or notices for each meeting or program as stated below.

Groups are responsible for producing their own notices or publicity for their event. Notices of meetings, flyers, news releases or any other promotional materials describing an event must include the correct library name and address. The library may not be identified as a co-sponsor of a program or meeting. Publicity must also include the following two statements:

- *Permission to use a library space does not imply library endorsement of the aims, views, policies, or activities of any group or organization.*
- *Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. For more information or to request accommodations, contact us at (your telephone, address, email and/or other contact information).*

For programs, the contact person's name and contact information will be given to anyone who would like more information about the event.

The library may impose additional reasonable conditions for the use of its spaces to ensure that public or private property is not damaged through use of its facilities, and to ensure that the comfort, convenience, safety or welfare of the public is not disturbed. The library, at its discretion, may require a space user to provide adequate security services and/or insurance. A representative of the library may enter a room and attend any program or meeting held in library facilities.

Any departure from these policies may be made only with written authorization of the Milwaukee Public Library Director or designee. Based on space usage patterns, policies may be revised without notice.

Procedures

PAGE 1

MPL - DISTRIBUTION OF LITERATURE OR OBTAINING PETITIONS AT LIBRARY BUILDINGS

Public Service – #1823

Issue Date: 06/18/04

Review Date: 06/18/09

Supersedes: #1771

Distribution of Literature or Obtaining Petitions at Library Buildings

Active Distribution of Literature or Obtaining Signatures for Petitions

1. Literature, surveys or petitions are not to be distributed to people inside library facilities, but only on public sidewalks outside the library entrance.
2. Persons distributing literature or obtaining signatures for petitions must not interfere with due orderly entry to or departure from library buildings.

Passive Distribution of Literature

The Milwaukee Public Library provides limited space in libraries for free distribution of information from organizations engaged in educational, cultural, intellectual or charitable activities. Milwaukee Public Library also provides bulletin board space in public libraries to post materials announcing events happening in Milwaukee County.

Organizations may send fliers or brochures or posters to each library, or they may use the Flier Distribution Service, located in the Central Library, which delivers community information for public distribution to all public libraries in the City of Milwaukee twice each week.

Staff members at each library will post and display materials. Members of the public may not post or display materials in libraries. Posting or distribution of any item does not constitute library endorsement.

Organizations requesting information on how to use the library's Flier Distribution Service should be given a copy of forms MPL-29X.CIR and MPL-31X.CIR.

Guidelines for Materials for Posting or Distributing:

- Due to space limitations, information about library events, events in the immediate service area of the library, events in the City of Milwaukee and in Milwaukee County, and events outside the county will be given priority in that order.
- The library does not post or distribute information regarding: commercial activities (*monetary solicitation, except for library or city-sponsored fundraising; items involving the sale, advertising or promotion of products or services*); illegal or pornographic activities; personal or family activities.
- The library does not distribute newsletters.
- Materials submitted for posting must include the date of the event.
- Due to limited bulletin board space for posting, priority will be given to items that range in size from 8.5 x 11 inches up to 11 x 17 inches. Larger items will be posted as space allows.
- The library does not post items with tear-off cards, tabs, or registration forms.
- Due to space and storage limitations, quantities of brochures, fliers and other print items should be limited to no more than 50 per library.

Keywords Not Included in Text: flyer

- The Flier Distribution Service does not deliver to individual libraries:
 - Class schedules, newspapers and other periodical publications.
 - Directories (telephone/advertising books for special interest groups).

Schools, community newspapers and publishers wishing to make publications available to the public at City of Milwaukee libraries must contact each library to determine how many the library wishes to receive and to make arrangements to deliver to the library. (See listing below.)

How To Use the Library's Flier Distribution Service

1. Materials must be submitted no later than **15 days** prior to an event to ensure timely dissemination of those materials
2. Materials submitted for distribution must be ready for delivery to libraries:

Single copies: Submit fifteen (15) items for distribution to public libraries throughout the City of Milwaukee. Posters or other large flat items must be rolled individually and fastened with cord or rubber bands.

Multiple or bulk materials: If multiple copies are to be distributed, bundle and band items into fifteen (15) distinct bundles. Since most libraries have limited space, quantities of items should be limited to no more than 50 per agency. Organizations also should indicate when submitting fliers if they are requesting posting in addition to free distribution.

3. Materials must be submitted with a Flier Distribution Request Form (MPL-31X.CIR) which includes name of organization, contact person, telephone number, total pieces and requested handling.
4. Items for posting or distribution throughout the library system can be delivered to Flier Distribution Service in one of three ways.

1.) Mail to:
Milwaukee Public Library
ATTN: Flier Distribution
814 West Wisconsin Avenue
Milwaukee, WI 53233-2385

2.) Drop off at one of two Central Library locations listed below. (The library is not responsible for materials dropped off at any other location inside the Central Library building.)

Drive-Up
755 N. Eighth St.
(Between Wisconsin Ave. and Wells St.)
or
Wisconsin Avenue Check Out/Return Desk
814 W. Wisconsin Avenue
Milwaukee, WI 53233

Items to be distributed at one or two individual library locations must be mailed or delivered to the library, marked to the Attn: Branch Manager of the neighborhood library; Attn: M. Evans, Central Library.

MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: APRIL 12, 2015 THROUGH MAY 9, 2015

The Secretary reports the following personnel actions:

PROMOTION

Rebecca Manz - Librarian I to Librarian II - WTBBL 04/26/15

Judith Pinger - Library Public Services Area Manager - Administration 04/26/15

To: Assistant Director - Library Information Technology and Tech Services - Administration

PROMOTION / TRANSFER

Jamie Gentry - Library Circulation Aide - Washington Park 04/12/15

To: Library Circulation Assistant I - East

TRANSFER

Nicholas Newgord - Library Reference Assistant - Forest Home to Subj Serv / Ready Ref 04/12/15

Alison McElvery - Library Circulation Assistant I - East to Bay View 04/26/15

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Kelly Hughbanks - Librarian V - EOS / CLCR - 51.0 hours 03/31/15

Kelly Hughbanks - Librarian V - EOS / CLCR - 51.6 hours 04/13/15

Ashley Emmons - Audio Machine Technician - WTBBL - 29.2 hours 04/21/15

Kelly Hughbanks - Librarian V - EOS / CLCR - 39.7 hours 04/29/15

RETURN FROM LEAVE OF ABSENCE

Kelly Hughbanks - Librarian V - EOS / CLCR 04/15/15

RESIGNATION

Courtney Randolph-Calhoun - Library Circulation Assistant I - Capitol 04/30/15

EXPIRATION OF EXEMPT APPOINTMENT - RESIGNATION

Ayoka Huff-Johnson - Library Technology Specialist - Technical Services / Automation 05/08/15

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
April 30, 2015

2015

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$20,861,427	\$6,877,786	33.0%
Fines	\$350,000	\$108,249	30.9%
Lost Materials, etc.	\$124,800	\$55,657	44.6%
MCFLS Contracts	\$713,000	\$183,973	25.8%
Total City Appropriation	\$22,049,227	\$7,225,665	32.8%

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,938,460	\$4,165,556	34.9%
Fringe Benefits	\$5,372,306	\$1,683,653	31.3%

Operating Expenses

General Office Expense	\$158,000	\$27,486	17.4%
Tools & Machinery Parts	\$31,000	\$11,332	36.6%
Construction Supplies	\$37,400	\$15,576	41.6%
Energy	\$759,551	\$203,885	26.8%
Other Operating Supplies	\$211,200	\$66,211	31.3%
Vehicle Rental	\$8,300	\$3,041	36.6%
Non-Vehicle Equipment Rental	\$32,700	\$9,099	27.8%
Professional Services	\$74,000	\$11,359	15.4%
Information Technology Services	\$311,710	\$107,477	34.5%
Property Services	\$886,900	\$298,825	33.7%
Infrastructure Services	\$26,000	\$24,981	96.1%
Vehicle Repair Services	\$500	\$0	0.0%
Other Operating Services	\$117,600	\$55,868	47.5%
Reimburse Other Departments	\$76,900	(\$2,847)	-3.7%
Total	\$2,731,761	\$832,293	30.5%

Equipment

Library Materials	\$1,553,652	\$498,791	32.1%
Computers, etc.	\$403,250	\$29,413	7.3%
Other	\$49,798	\$15,959	32.0%
Total	\$2,006,700	\$544,163	27.1%
Total City Expenses	\$22,049,227	\$7,225,665	32.8%

2014

	Budget	Received to date	% Received
	\$20,792,441	\$6,776,837	32.6%
	\$350,000	\$116,669	33.3%
	\$129,800	\$42,094	32.4%
	\$713,000	\$187,985	26.4%
	\$21,985,241	\$7,123,585	32.4%

	Budget	Spent to date	% Spent
	\$11,836,357	\$4,103,993	34.7%
	\$5,516,088	\$1,831,208	33.2%

	\$171,158	\$23,806	13.9%
	\$26,100	\$7,811	29.9%
	\$40,900	\$6,946	17.0%
	\$743,658	\$208,366	28.0%
	\$262,246	\$87,892	33.5%
	\$8,300	\$2,646	31.9%
	\$31,800	\$6,673	21.0%
	\$59,000	\$6,225	10.6%
	\$295,000	\$24,387	8.3%
	\$871,862	\$232,981	26.7%
	\$26,000	\$21,570	83.0%
	\$500	\$0	0.0%
	\$137,212	\$46,885	34.2%
	\$76,900	(\$1,220)	-1.6%
	\$2,750,636	\$674,968	24.5%

	\$1,566,653	\$493,365	31.5%
	\$256,110	\$5,493	2.1%
	\$59,397	\$14,558	24.5%
	\$1,882,160	\$513,416	27.3%
	\$21,985,241	\$7,123,585	32.4%

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
April 30, 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	\$35,941	35.9%
<i>WTBBL</i>	\$968,700	\$727,622	75.1%
<i>ILS</i>	\$86,803	\$70,550	81.3%
Total	\$1,155,503	\$834,113	72.2%

Trust Fund

<i>Materials</i>	\$59,468	\$51,244	86.2%
<i>Programming</i>	\$74,250	\$7,634	10.3%
<i>Training</i>	\$7,200	\$6,108	84.8%
<i>Marketing</i>	\$12,000	\$6,629	55.2%
<i>Contingency</i>	\$1,500	\$450	30.0%
Total	\$154,418	\$72,065	46.7%

Foundation Funds

	Balance	Spent to date	% Spent
<i>Materials</i>	\$209,200	\$108,067	51.7%
<i>Other Activities</i>	\$50,500	\$13,653	27.0%
<i>Programming</i>	\$83,015	\$49,463	59.6%
Total	\$342,715	\$171,183	49.9%

Investments

U.S. Bancorp Commercial Paper #266081627 (rated A1/P1) dated 04/06/15 and maturing 05/06/15 at a rate of 0.09%.....\$475,000.

2014

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

	\$100,000	\$35,169	35.2%
	\$968,700	\$710,607	73.4%
	\$84,690	\$62,810	74.2%
	\$1,153,390	\$808,586	70.1%

	\$53,846	\$0	0.0%
	\$23,500	\$6,082	25.9%
	\$7,500	\$4,851	64.7%
	\$11,000	\$2,537	23.1%
	\$1,000	\$445	44.5%
	\$96,846	\$13,915	14.4%

	Balance	Spent to date	% Spent
	\$470,346	\$42,084	8.9%
	\$0	\$0	0.0%
	\$110,962	\$43,934	39.6%
	\$581,308	\$86,018	14.8%

Director's Report

April / May 2015

Over the past month, we've been engaged in the branch redevelopment program, planning for a major library card campaign in the fall, attending meetings with potential partners and donors, and preparing for the launch of the Super Reader Summer Reading Club.

On Thursday, April 30, President Obama announced his ConnectED Library Card Challenge, which will ensure that all students have seamless access to the Internet, electronic resources and other learning opportunities at their public libraries, accessed with their own library card. MPL was invited to be one of the first libraries to participate in this challenge due to our planning around increasing library access. Having secured a commitment from Mayor Barrett, MPS Superintendent Driver, and Executive Director of the United Community Center Ricardo Diaz, Milwaukee joined a dozen other cities as the first to participate in the Challenge. We will continue to plan for library card distribution at our first schools in September: Bruce Guadalupe Community School and Trowbridge School.

Pamela Davenport from the Library of Congress National Library Service for the Blind and Physically Handicapped (NLS) made her bi-annual visit to review our work in the Wisconsin Talking Book and Braille Library (WTBBL). Ms. Davenport spent more than a day meeting with staff and library administration. She will issue a report on our performance in the coming months, which may include recommendations for improvement and/or growth. The WTBBL provides digitally recorded, downloadable, and Braille books to qualified Wisconsin residents who are unable to access traditional print media. Digital book readers are provided free of charge and recorded books are delivered, postage free, as part of this program. MPL administers this Federal program, which is funded through a contract with the State of Wisconsin. Our contract is a state budget item.

My community activity included participating in several donor meetings along with the MPL Foundation, a reception at the UWM Chancellor's residence as part of the School of Information's Capital Campaign Cabinet, a Milwaukee Legislator listening session held at the Central Library at which I provided a welcome and brief remarks, awards events recognizing the Standard @ East development and the Express Library, the annual volunteer recognition event of Audio and Braille Literacy Enhancement and at the Wisconsin Marine Historical Society's Recognition Luncheon. MPLF's Ryan Daniels and I also met with the director and others associated with Marquette University's Hartman Literacy and Learning Center to learn about their summer reading program and how we might partner with them.

Programs

Jeff Yeager Author Visit. As part of Money Smart Week (April 18 – 25), bestselling author and television personality Jeff Yeager presented an entertaining and informational program called Wholesale Happiness in a Retail World with the Ultimate Cheapskate Jeff Yeager. Fifty patrons attended the program on Sunday, April 26 at Central Library. Mr. Yeager shared how to live a happier, healthier and fuller life by spending and consuming less and not more.

James Bradley Author Visit. On May 6, Author James Bradley discussed his most recent book, “The China Mirage: The Hidden History of American Disaster in Asia” in Centennial Hall’s Loos Room. The book challenged many commonly held beliefs about the United States’ involvement and relationship with China from the 20th century to the present. It was a very lively question and answer session. Patron evaluations were overwhelmingly positive. The library partnered with Boswell Books to bring the author to MPL.

“Instameet” Meet-up. The library celebrated National Library Week by holding our first-ever InstaMeet. An InstaMeet is a group of social media enthusiasts of Instagram who meet up to take photos and videos together. An InstaMeet can happen anywhere, be any size and is international in scope. On April 18, seventeen Milwaukee area instagrammers visited the dome, roof and crevices of Central Library while taking dozens of photos they then posted on Instagram. Attendees were asked to tag all of their photos with #MPLInstameet and the collection of over 50 photos were shared with the Instagram Community. The event was the perfect amalgamation of connecting our very active social followers while celebrating our historic space. To see the photos go to

Wisconsin Talking Book and Braille Library (WTBBL). WTBBL hosted, in partnership with Audio and Braille Literacy Enhancement (ABLE) and Vision Forward Association, the 13th Annual Braille Games in Milwaukee on April 16. The theme was baseball and forty children, youth and adult mentors attended the games at Gaenslen School. Members of the Milwaukee School of Engineering (MSOE) baseball team brought baseball equipment that the children could explore while the MSOE college students answered questions on how to play baseball. Each participant received a braille book entitled the “Illustrated Rules of Baseball” by Dennis Healy and Patrick McRae to take home as well as a backpack, a stuffed bear and a baseball. Also, three of the Milwaukee Brewers popular racing sausages came for picture taking and for the children to feel and see the mascots.

Science Café with the Medical College of Wisconsin. The April 11 Science Café, titled “Oral Health Disparities and General Health: Taking Care of Your Teeth Helps Take Care of You,” featured Marquette University Associate Professor of Dentistry, Christopher Okunseri. He led a discussion at Central Library on common oral diseases and how they can negatively impact general health and can affect heart conditions. There were nine attendees and Business Technology Science & Periodicals Librarian Mary Lou Klecha represented MPL with a brief introduction to the library. A Spotlight display on the topic of dental health was featured at the Welcome Desk.

Exhibits

In My Shoes. Throughout April, Central Library hosted an art exhibit created by the Rosecrance Substance Abuse Treatment Center for Teens, Adults and Families. The exhibit featured shoes painted and decorated by teens to tell their stories of the pressures they face when confronted with the potential to use and abuse substances. This moving and colorful exhibit created quite a bit of interest in the community with both print and television media coverage.

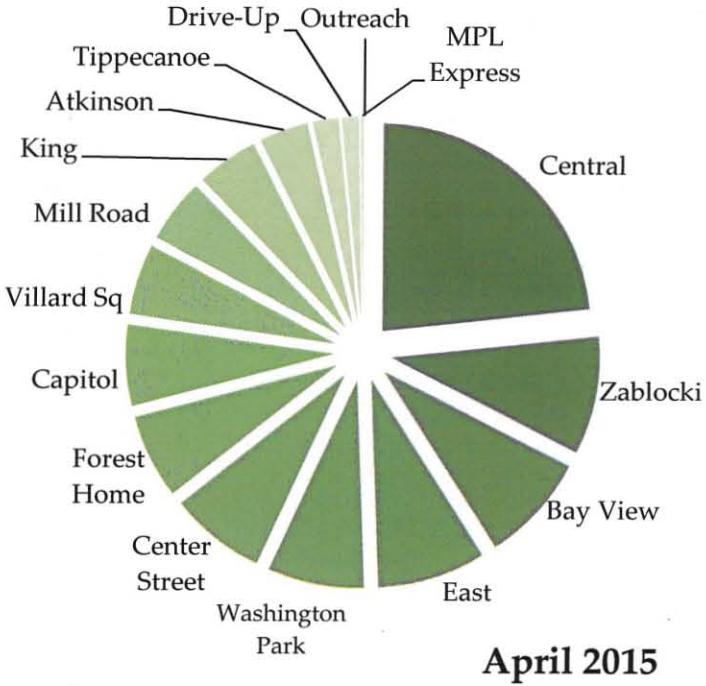
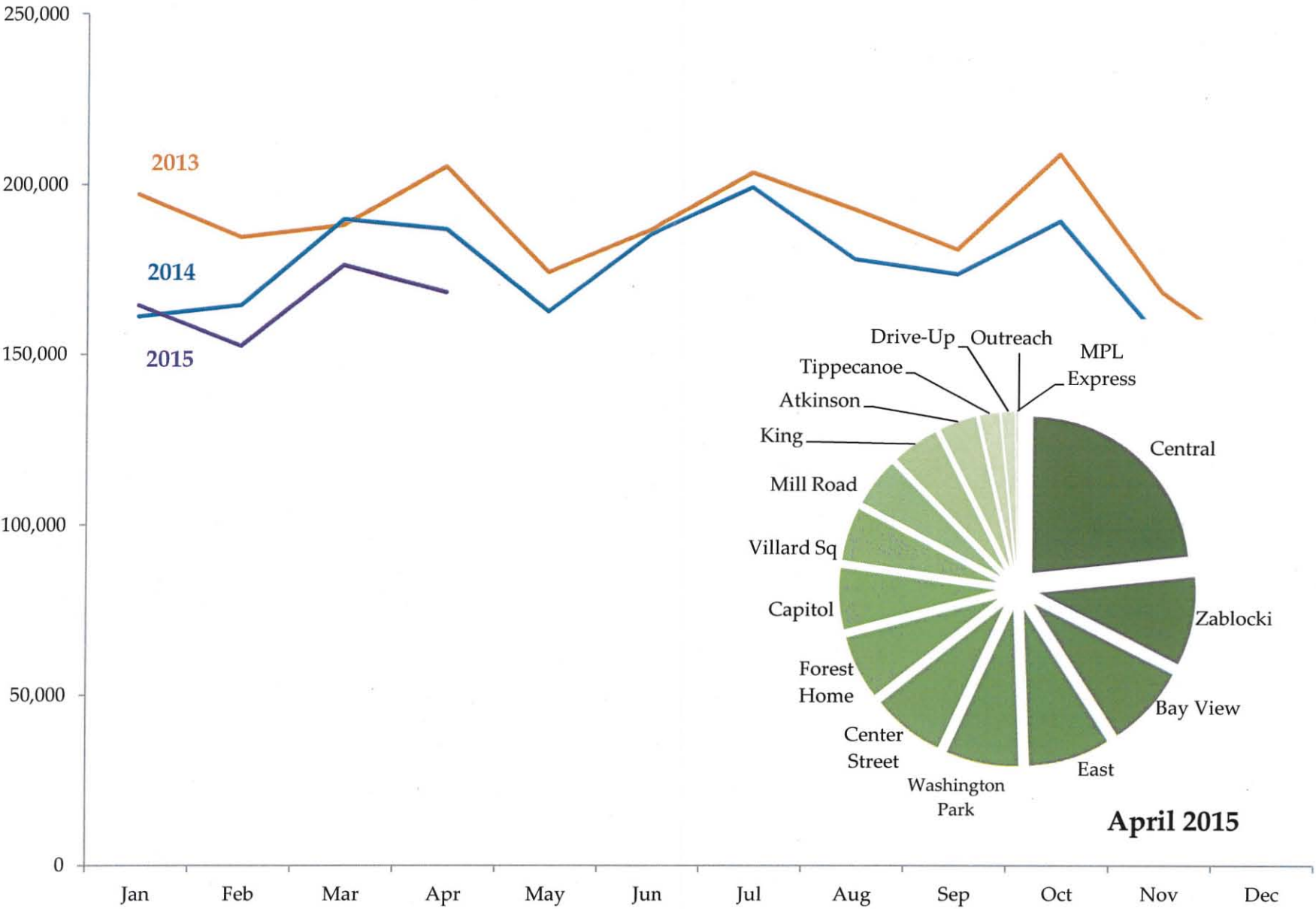
Events

Friends of the Milwaukee Public Library Literary Luncheon. The Friends of the Milwaukee Public Library hosted their annual Literary Luncheon on Thursday May 14 at the Wisconsin Club. Elizabeth Berg was the featured speaker and attracted an audience of over 200. Distinguished guest Mayor Tom Barrett shared remarks. The event highlights the Friends organization and raises fund to support the library.

Outreach

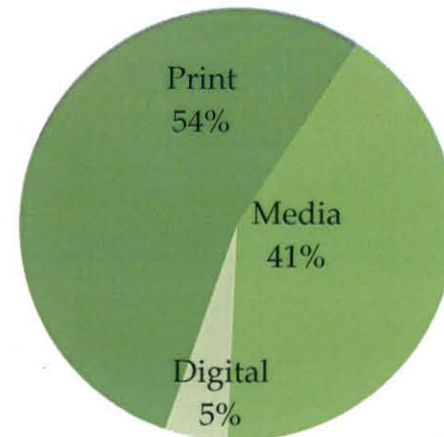
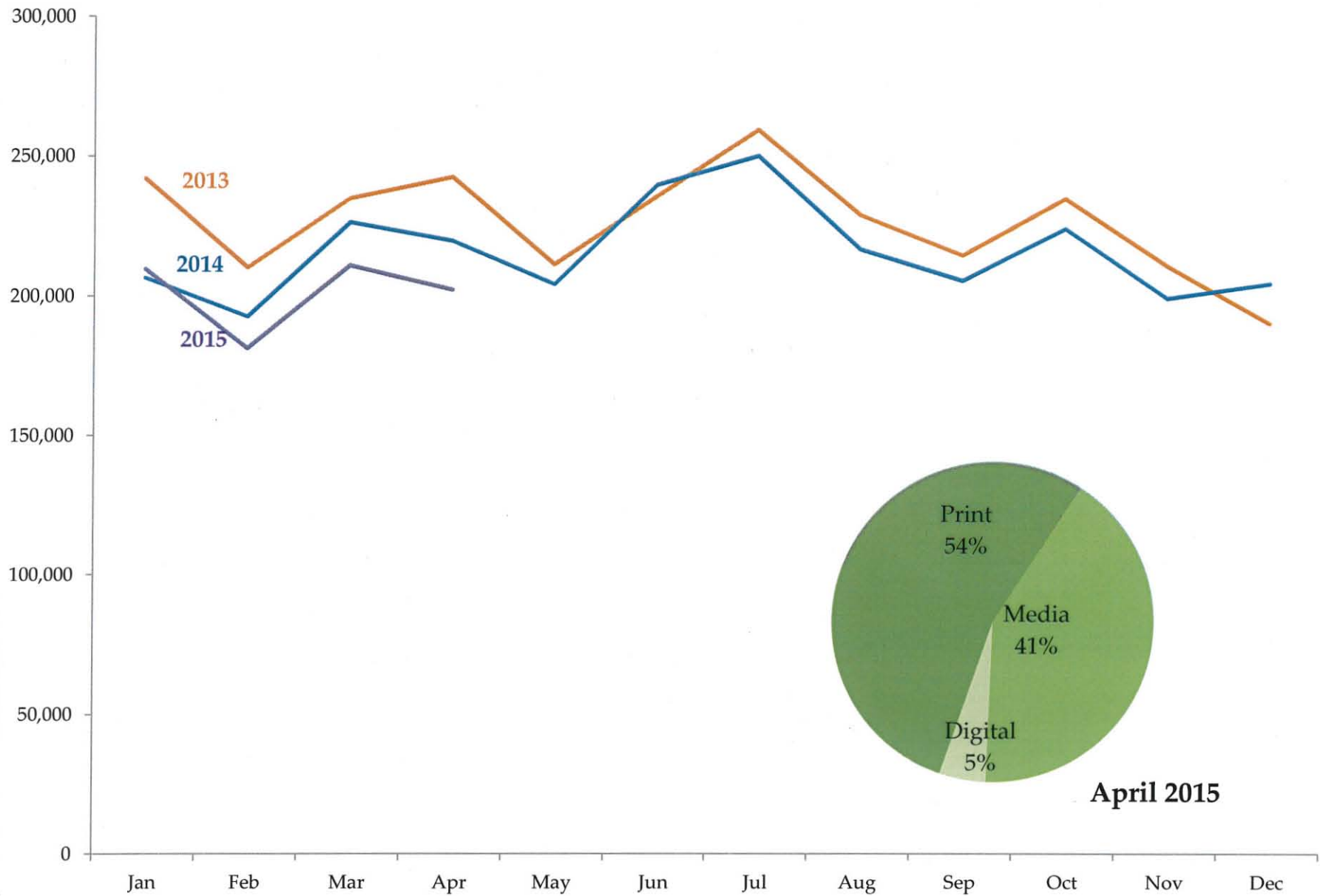
Milwaukee Women's Correctional Center Book Group Project. Humanities and Archives Librarian Heather Smith has been working with Karen Royster, a local activist and community educator as Ms. Royster initiates a book group and related projects with inmates at Milwaukee Women's Correctional Center. MPL has provided Ms. Royster with a "teacher card" for the book group project and Ms. Smith will continue to work with her to suggest possible titles and to acquire sufficient copies of each book to check out for the group of 12 readers. The book group will begin meeting in early May, reading "I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban" by Malala Yusefzai. Members of the book group have also taken an interest in reorganizing and improving the prison's own small library collection. Ideas under exploration at this time for further MPL support of the MWCC book group's work include MWCC applying to become an MPL Education and Outreach Services van stop with a rotating deposit collection for inmate use.

Milwaukee Public Library Visits



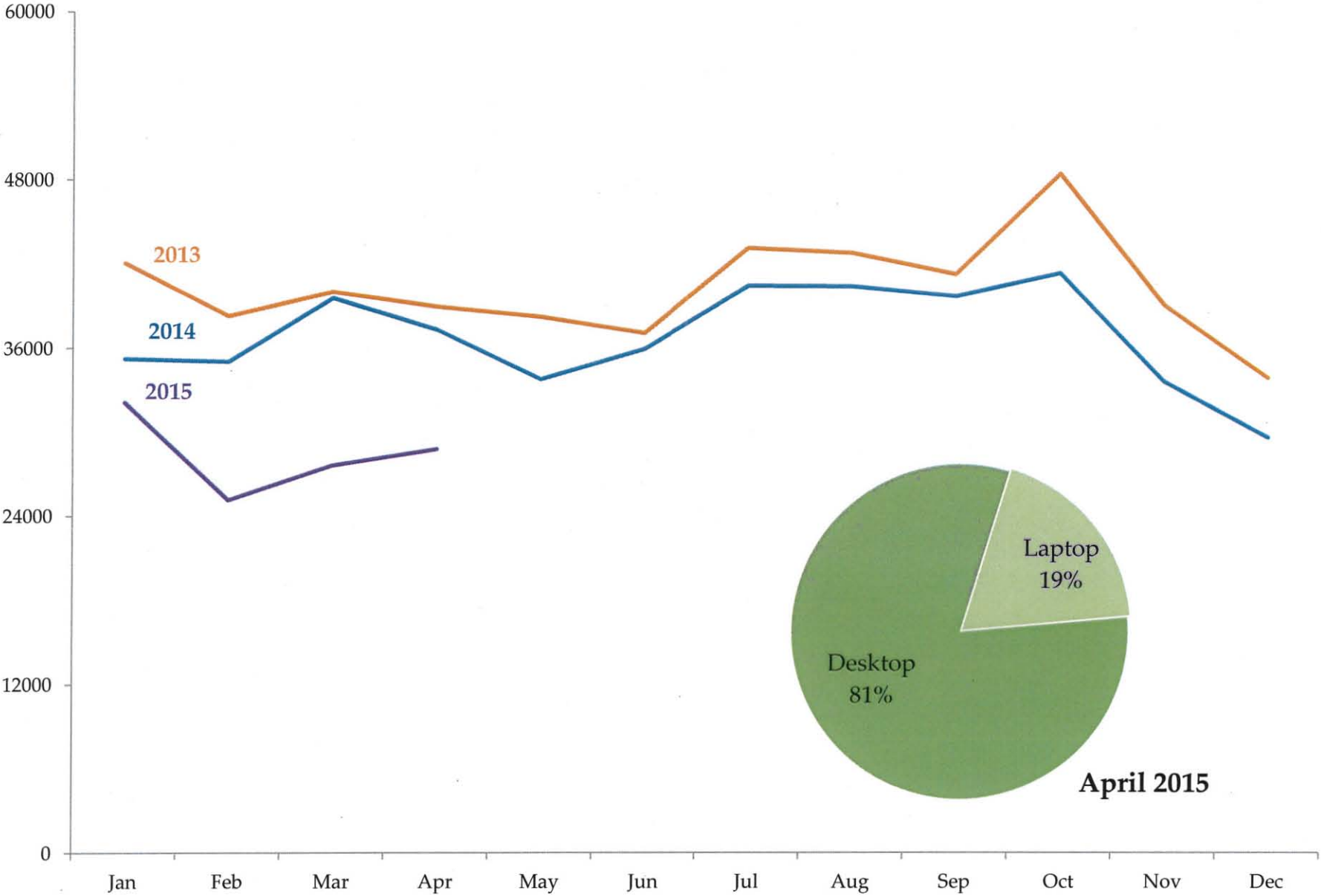
April 2015

Milwaukee Public Library Circulation



April 2015

Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
April, 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
	288,823	96,234	200.1%	902,057	367,855	145.2%

Database Hits ¹						
	This Month	Same Month Last Year ²	% Increase or Decrease	Year to Date	Previous Year to Date ²	% Increase or Decrease
	4,568			18,843	18,556	1.5%

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	6,430	5,972	7.7%	27,229	24,068	13.1%
Audiobooks	3,251	2,350	38.3%	12,536	9,277	35.1%

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
	3,072	1,922	60%	12,120	7,723	57%

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
	39,974	39,287	1.7%	169,161	169,850	-0.4%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	12,307	12,190	1.0%	50,207	52,474	-4.3%
Atkinson	593	676	-12.3%	2,735	3,162	-13.5%
Bay View	2,491	2,928	-14.9%	10,285	11,876	-13.4%
Capitol	2,628	2,484	5.8%	10,100	10,075	0.3%
Center Street	936	955	-2.0%	3,842	4,076	-5.7%
East	1,854	1,167	58.9%	7,406	4,615	60.5%
Forest Home	989	826	19.7%	4,026	3,523	14.3%
Martin Luther King	804	657	22.4%	3,214	2,889	11.3%
Mill Road	1,103	1,048	5.3%	4,646	4,086	13.7%
Tippecanoe	510	1,409	-63.8%	3,136	5,738	-45.4%
Villard Square	725	748	-3.1%	3,543	2,962	19.6%
Washington Park	930	1,048	-11.3%	4,323	4,208	2.7%
Zablocki	2,342	2,085	12.3%	9,673	8,594	12.6%
YCOS--Outreach	63	67	-6.0%	405	931	-56.5%
TOTAL	28,275	28,288	-0.1%	117,541	119,209	-1.4%

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

² No count for April & May 2014.

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

April 29, 2015

SRLAAW Members,

Wisconsin's library systems have provided services to public libraries in Wisconsin for over 30 years and over the past few years, various recommendations and studies have been undertaken about library systems and their services. It is now time to take this information and maximize the public investment in library systems and public libraries. Guided by COLAND's Strategic Vision for Library System in the 21st Century and using the DPI LEAN System Study Work Group Recommendations; the ILS Study; and the SRLAAW Report "Creating MORE Effective Library Systems" the new path will be created.

To oversee the process, the Division for Libraries and Technology in conjunction with COLAND and the Lean group will be creating a Steering Committee.

The Steering Committee will include:

- One member of the LEAN Study Group (John Thompson, Director, Indianhead Federated Library System)
- One member of the COLAND Work Group
- One resource library director (SRLAAW recommendations)
- One system director (SRLAAW recommendations)
- Milwaukee Public Library Director or designee
- 4 at-large public library representatives (WAPL recommendations; WISL recommendations; and self-nomination
 - One representing libraries in communities of over 25,000 (not a resource library)
 - One representing libraries in communities of 6,000 to 25,000
 - One representing libraries in communities between 3,000-5,999
 - One representing libraries in communities under 3,000

The Steering Committee will be formed based upon size as well as geographic representation. We will be asking the library community for recommendations and nominations to serve on this committee. In addition, members of the LEAN study committee and the COLAND work group on strategic visioning for library systems will provide guidance and support for the Steering Committee.

The Steering Committee will:

- Provide Strategic Vision, oversight and general leadership for the process.
- Working with DPI, select a project manager to lead the service model development and implementation process.

- Establish process to select and appoint implementation for work group members.
- Provide feedback and guidance to the project manager in the development of the work groups and timelines.
- Provide oversight to ensure transparency and appropriate communication to the library community, decision makers and stakeholders.
- Work with DPI to assess, based on information gathered and progress of service work groups, budget and legislative requests for the 2017-2019 biennial budget.

Characteristics of the ideal candidate for the Steering Committee:

- Able to attend in-person in different locations as well as virtual meetings
- Communicate effectively with members of the library community
- Willingness to think globally about library services
- Ability to make a 2-3 year commitment to the process with the support of your library board/director
 - Board/Director approval of time commitment
 - Ability to fund a portion of travel expenses (Many meetings will be virtual but some will be in-person; limited funds will be available for travel expenses)

Future opportunities for participation for individuals not selected for the Steering Group could involve participation on a work group or reviewing work group recommendations. In addition, work group representation will include subject experts along with individuals selected based on size and region.

Future work groups will include:

- Continuing Education
- Consulting
- Resource Libraries
- Technology
- Electronic Resources
- Resource Sharing (These will be separate groups but their discussions will impact the other groups)
 - Interlibrary Loan
 - ILS/Discovery
 - Delivery
- Chapter 43
- System Administration

We are looking for 2 or 3 nominees for each of the categories for the Steering Committee, representing size, geography and interests from all Wisconsin libraries. We will be offering additional information about the Committee selection at the forthcoming WAPL Conference, the COLAND website and various committee listserves. Please contact John Thompson at

thompson@ifls.lib.wi.us with your nominees or for more information. Your help and assistance are appreciated.

Sincerely,

John Thompson, LEAN Study Steering Group; Director, Indianhead Federated Library System

Nita Burke, COLAND Chair

John DeBacher, Director, Public Library Development

MCFLS Core Strategic Directions

The Milwaukee County Federated Library System (MCFLS) helps provide outstanding library service for all Milwaukee County citizens by:

- facilitating cooperation among member libraries,
- improving access and encouraging resource sharing,
- promoting the most effective and efficient use of available funding, and
- assisting member libraries with current and evolving technology.

1. Enrich member libraries ability to serve patrons.

A. Data & Reports

1) Determine and regularly gather common reports for library boards & for internal library staff use.

- a. Working through LDAC, determine statistics and reports most commonly used appropriate for MCFLS to gather.
- b. Determine format, frequency, location, and distribution method for selected reports and statistics.
- c. Train MCFLS staff to produce reports.
- d. Annually, evaluate reports produced for revision.

Time to implement: 4-6 months. Resources: staff time.

2) Determine feasibility of MCFLS acquisition of and implementation of, including training, data analytics tools.

- a. Contact vendors for demonstrations and trial periods for select tools for member libraries to evaluate.
- b. Concurrently, determine funding needs and availability.
- c. Select tool, implement.
- d. MCFLS and vendor provide training for member libraries.
- e. Determine regular reports for MCFLS to provide all members.
- f. Evaluate product after full implementation, training, and adequate amount of use by member libraries.

Time to implement: 6 months. Resources: staff time, funding.

3) Provide clarification of data collection needs for state reporting and develop templates to assist with longitudinal analysis of data from state reports.

- a. Working with LDAC, develop a need statement to fully understand the issues.
- b. Working with DPI, provide training on annual report tools to meet need developed above.
- c. Create other tools as needed to meet member needs in relation to annual report.
- d. Provide regular training and updates on changes with annual reports for member libraries late in calendar year.

Time to implement: 4-6 months. Resources: staff time, possibly other technology resources.

- 4) Provide ongoing training on current data gathering and analytical software and tools.
 - a. Develop descriptive document detailing current tools available, access methods, features, and capabilities. Tools include:
 - Create lists (Sierra)
 - Statistics (Sierra)
 - SQL (Sierra)
 - Web management reports (old version)
 - Web management reports (new version)
 - MCFLS website/knowledge base
 - b. Develop and provide appropriate training (in person, webinar, video, other) for each tool.

Time to implement: 1 year for all training, then ongoing. Resources: staff time, possibly other technology resources (webcasting tools).

B. Experts Connection

- 1) *Experts list, from within MCFLS, available 24/7—goal to be assessed at 5/14/15 LDAC meeting.*
- 2) Develop a system to provide a platform for libraries to request expert assistance for consulting and training.
 - a. MCFLS staff (director) to individually meet with member library directors to regularly assess each library's available expertise and needs.
 - b. MCFLS director to regularly communicate with SEWI members, DPI, WiLS and other systems and libraries to find outside expertise designed to meet member library consulting/training needs.

Time to implement: can begin immediately, ongoing. Resources: staff time; possibly travel costs.

C. Technology Leadership

- 1) Develop technology standards for libraries in MCFLS.
 - a. Through LDAC creation of a subcommittee, survey existing library technology standards and current member library technology to develop a set of minimum MCFLS standards. Standards could include:
 - Recommended minimum technology implementation—hardware and software—for member libraries.
 - Staff technology competencies.
 - Recommended products, software, and services to meet standards

b. LDAC to review and approve standards and submit to MCFLS Board of Trustees for approval.

c. Develop a plan and schedule to review and revise standards.
Time to implement: six months. Resources: MCFLS staff time and member library staff time.

2) Assist libraries with both and operational and political planning to reach the technology standards.

a. Provide member libraries with tools to evaluate library technology in relation to the MCFLS technology standards.

b. Provide planning templates and assistance for member libraries to complete technology plans to meet MCFLS technology standards.

c. Creatively work with library directors and boards to implement technology plans.

Time to implement: 6-9 months, ongoing. Resources: MCFLS staff time, possible low-cost software.

3) Investigate, communicate, and provide analysis of trends in technology.

a. Monitor technology trends through various methods: conferences, magazines, online sources.

b. Communicate technology trends through standing LDAC agenda item, demonstrations, or other appropriate methods.

c. Recommend new technology for member library use as appropriate.

Time to implement: can begin immediately, ongoing. Resources: staff time, additional subscriptions, conference attendance.

4) Provide coordination and support for technology experimentation and pilot projects.

a. MCFLS staff will continue regular work with member libraries on new technology initiatives.

b. MCFLS Director, in regular quarterly meetings with library directors, will stay informed on current and upcoming initiatives, suggest ways for MCFLS assistance.

c. MCFLS will develop and implement a communication plan for sharing information about technology experimentation and pilot projects.

Time to implement: can begin immediately, ongoing. Resources: staff time.

2. Provide richer experiences directly to the patrons through coordination and delivery of system-wide services.

A. Continuity of Patron Experience

- 1) Evaluate and communicate “laboratory” initiatives that could be expanded system-wide.
 - a. MCFLS staff work to become aware of initiatives libraries around the country are implementing.
 - b. MCFLS Director, in regular quarterly meetings with library directors, will stay informed on current and upcoming initiatives and suggest ways for MCFLS assistance.

Time to implement: can begin immediately, ongoing. Resources: staff time, other as needed.

- 2) Develop patron experience standards for MCFLS libraries.
 - a. Provide information and statistics about different policies and standards.
 - b. Working with LDAC and possible ad-hoc subcommittee, develop recommended circulation standards for MCFLS libraries.
 - c. Working with library directors, promote standards system-wide.

Time to implement: six months, ongoing. Resources: staff time.

B. Promotion of system-wide services

- 1) Develop a marketing plan
 - a. Study other system and library marketing plans.
 - b. Determine which system services could be considered for system wide marketing. Possible ideas to include:
 - One County/One Book program tied to current system services.
 - 1,000 Books before Kindergarten promotional efforts.
 - Electronic resources.
 - c. Develop ongoing marketing and evaluation methodology. Include underutilized marketing opportunities, such as using delivery trucks for marketing system-wide services.

Time to implement: 6-9 months, ongoing. Resources: staff time, budget allocation.

C. Development of Electronic Resources

- 1) Develop a long-range plan for system electronic resources.
 - a. Continue to broker system- or member-library licensing of electronic resources and databases.
 - b. Gather, analyze, and disseminate use statistics.

c. Develop an evaluation and selection process that aligns system and local library budgeting, decision making, and state law.

Time to implement: 6 months, ongoing. Resources: staff time, possible budget allocation.

3. Provide leadership on library, system, and state issues.

A. Provide leadership on behalf of MCFLS and member libraries on state efforts to reform library systems.

- 1) Volunteer or nominate system libraries to participate in COLAND System Library efforts.
- 2) Inform member libraries of progress of system change work.
- 3) Collaborate with other systems and member libraries as appropriate.

Time to implement: ongoing. Resources: staff time.

B. Develop partnerships to explore solutions to common challenges among MCFLS libraries.

- 1) Continue to communicate with systems in Southeast Wisconsin on common issues and solutions.
- 2) Seek information on activities of forward-thinking libraries for partnerships.
- 3) Work with other government and non-governmental agencies with overlapping issues.

C. Advocate for system issues and interests at the county and state level.

- 1) Continue promoting and attending Library Legislative Day annually, in February.
- 2) Advocate for MCFLS or member library representation on WLA LD&L committee.
- 3) Regularly communicate with state Department of Public Instruction on MCFLS issues.
- 4) Regularly communicate system issues to County Executive's office; meet annually with County Executive.
- 5) Attend County Board meetings as appropriate.

Time to implement: ongoing. Resources: staff time.

D. Use LDAC meetings to share expertise and explore new possible or planned library- or system-initiatives.

- 1) Include discussion of new service, technology, or other initiatives as part of regular meeting.
- 2) Increase presentations from outside LDAC group, including vendors, other librarians and systems, or other outside agencies.

4. Consistently improve internal system effectiveness and efficiency
 - A. Funding—careful use of money, regular and consistent attempts to be more efficient.
 - 1) Regularly evaluate less-expensive alternatives for system services.
 - 2) Seek additional and alternative sources for MCFLS funding.
 - B. Training—staff well trained and up-to-date on their jobs.
 - 1) Staff to attend training at least twice annually to learn new skills or improve current abilities.
 - C. Automate Processes
 - 1) Continue to seek cost-effective opportunities to automate regular processes.
 - D. Evaluate current activities
 - 1) When appropriate, assess importance of regular activities and services to member libraries.

Time to implement: ongoing. Resources: staff time.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

April 22, 2015

To: Finance & Personnel Committee of the
Milwaukee Public Library Board of Trustees:
Chairman Sup. Theo Lipscomb, JoAnne Anton, Denise Callaway,
Ald. Milele Coggs, Joan Prince *all trustees are welcome to attend*
MPL: Taj Schoening
MPLF: Dave Fondrie

Fm: Paula A. Kiely, Library Director

Re: MPL Board Finance & Personnel Committee Meeting
Monday May 4, 2015
2:30 – 5:00 p.m.
Central Library 814 W. Wisconsin Avenue, Meeting Room 1

MEETING NOTICE AND AGENDA

1. Interviews for a Management Firm for the MPL Trust Fund. The committee will interview three investment firms for the purpose of managing the MPL Trust Fund.

The interviews are scheduled as follows:

2:40 - 3:10 p.m.	Muller Group of Morgan Stanley
3:15 - 3:45 p.m.	PFM Asset Management LLC
3:50 - 4:20 p.m.	Institutional Trust and Custody U.S. Bank

The Committee may then adjourn to Executive Session pursuant to Wisconsin Statutes 19.85 (1) (e) "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 deliberation and will reconvene 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 requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDL Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

ATTACHMENT C-P. 1 of 2
MPL AGENDA-05/26/15

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
FINANCE & PERSONNEL COMMITTEE
MINUTES
Monday May 4, 2015
Central Library Meeting Room 1
814 W. Wisconsin Avenue**

PRESENT: Denise Callaway, Sharon Cook, Sup. Theo Lipscomb, Joan Prince, Paula Kiely

EXCUSED: JoAnne Anton, Ald. Milele Coggs

STAFF

PRESENT: Taj Schoening, Crystal Sura

OTHERS Dave Fondrie, Milwaukee Public Library Foundation Board

PRESENT: Dean Muller, Muller Group of Morgan Stanley
Jeff Schroeder, PFM Asset Management LLC
Jason Folken, Institutional Trust and Custody U.S. Bank

Chair Theo Lipscomb, called the meeting of the Board of Trustees Finance & Personnel Committee to order at 2:32 p.m. on Monday May 4, 2015 with a quorum present. Mr. Fondrie left at 4:20 p.m. prior to the executive session.

1. **Interviews for a Management Firm for the MPL Trust Fund.** Three firms: Muller Group of Morgan Stanley, PFM Asset Management LLC, and Institutional Trust and Custody U.S. Bank made presentations to the committee for the management of the MPL Trust Fund. Each firm had 20 minutes to provide their approach to investing, information on the background of the principals in their firm, their fee structure and explain custodial services and reports for the Board. Following the presentations, committee members interviewed the firm's representatives for ten minutes. At the conclusion of the interviews, Chair Lipscomb stated his intention to convene in closed session. Trustee Prince moved to convene in executive session for deliberation pursuant to Wisconsin Statutes 19.85 (1) (e) 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. Trustee Callaway seconded the motion. Motion passed. Director Kiely, Ms. Schoening and Ms. Sura remained for the closed session. At the conclusion of their discussion, Trustee Callaway moved and Trustee Prince seconded a motion to reconvene in open session. Motion passed. Chair Lipscomb noted that a quorum was present. Trustee Callaway stated, that based on the scoring, she moves that the committee vote to recommend to the full Board of MPL Trustees, U.S. Bank, as the Milwaukee Public Library Trust Fund investment manager. Trustee Prince seconded. The motion passed unanimously. Their recommendation will be forwarded to the full Board of Trustees for affirmation at the May 26, 2015 regular meeting. Trustee Cook participated in discussion, but not being a formal committee member, did not vote on the recommendation.

The meeting of the Library Board's Finance & Personnel Committee was adjourned at 5:17 p.m. on Monday May 4, 2015.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

April 29, 2015 **REVISED May 6, 2015***

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

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
May 7, 2015, Thursday, 8:00 a.m.-9:00 a.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

- *1. **Branch Building Initiative Forest Home and Tippecanoe.** The committee will discuss progress on the Forest Home redevelopment project and be updated on the Tippecanoe renovation project.
- *2. **Branch Building Initiative Mill Road.** The committee will discuss and may vote to recommend to the full Board the proposal by Maures Development to develop a new Mill Road Library as part of a mixed use project at 7717 West Good Hope Road.
3. **Naming Policy.** The committee will discuss the current Policy for Naming Milwaukee Public Library Facilities and Designated Areas of Facilities, in light of upcoming building projects and fundraising efforts.

Attachment A, page 2

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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.

ATTACHMENT D-P. 1 of 4
MPL AGENDA-05/26/15

POLICY
for
NAMING MILWAUKEE PUBLIC LIBRARY FACILITIES AND
DESIGNATED AREAS OF FACILITIES

Naming a library facility or designated area within a facility is the responsibility of the Board of Trustees of the Milwaukee Public Library. The name given to a Milwaukee Public Library facility should be representative of the mission and goals of the Milwaukee Public Library and, where possible, aid in identifying the location of the facility. The name should be universal in terms of recognition by the general public and should be expected to meet the test of time in terms of that recognition.

The following guidelines are to be followed in naming library facilities or portions thereof:

1. The name of a LANDMARK may be used if it helps to identify the locations of the library.
2. Whenever a person's name is used, the individual must have made a significant contribution to library service on the local, state or national level. Individuals must have been responsible for a major development in improving the quality of library service either through a personal financial contribution to the Milwaukee Public Library or through specific, identifiable actions in support of library service over a sustained period of years.
3. Persons of state and national renown must, at the time of the naming, be well-known and immediately recognizable as having made positive contributions to the development of library service or the quality of life for all citizens.
4. In recognition of significant actions, service or financial contributions on behalf of the Milwaukee Public Library, rooms or areas within a library may be named to honor individuals, corporation, or foundations. The individual, corporation, or foundation must have been responsible for a major development in improving the quality of library service either through a financial contribution to the Milwaukee Public Library or through specific, identifiable actions in support of library service over a sustained period of years.
5. The Milwaukee Public Library Board of Trustees has the authority to change the name of any library facility or portion thereof, but it shall also be the Board policy to recognize past designees and contributors in perpetuity and to retain the name of the Central Library.

(The above policy was unanimously passed by the Milwaukee Public Library Board of Trustees at their regular meeting on October 16, 1996.)

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
BUILDING & DEVELOPMENT COMMITTEE
MINUTES
Thursday May 7, 2015
Central Library Meeting Room 1**

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

EXCUSED: Sharon Cook

STAFF Joan Johnson, Sam McGovern-Rowen, Taj Schoening, Crystal Sura, Duane Wepking
PRESENT:

OTHERS Eric Pearson, Budget and Policy
PRESENT:

Committee Chair Michele Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:09 a.m. on May 7, 2015 with a quorum present.

1. **Branch Building Initiative Forest Home and Tippecanoe.** Library Business Operations Manager Taj Schoening provided an update on the renovation of the Tippecanoe Library. The reconstruction of the duct work, plumbing, and electrical is underway. The new space, designed by Engberg Anderson Architects, will include a teen center and a larger community room that will be part of the reading space when not in use. The parking lot and landscaping will also be overhauled. Landscaping design elements will include a garden. The grand opening will be in the late fall. Library staff are temporarily providing service across the street at 3933 South Howell Avenue in the Copper Kitchen's banquet hall.
Construction Project Manager Sam McGovern-Rowen said that the developer for the Forest Home project, Gorman and Company, hired Quorum Architects to do preliminary design work for the 54 market-rate apartments that will be housed above the first floor library in the Hills building on 9th and Mitchell Street. The drawings include some of the first floor white box area for the purposes of Gorman's historical preservation tax credit application. The committee reviewed the preliminary drawings. Gorman is proposing five two-level townhouse apartments be developed in the rear building that is on the site. Discussion regarding the use of the basement of the building has been initiated. The committee is open to the idea of a third tenant occupying the basement and directed staff to work with the developer to explore options. The next step will be to negotiate a contract with the interior architect, HGA, and have them review these drawings along with library staff. Informational item.
2. **Branch Building Initiative Mill Road.** The committee reviewed the Maures Development site plan proposal for the Mill Road redevelopment project. The Board expressed interest in the proposal but wanted to engage more of the community on the library's plans. Mr. McGovern-Rowen reported that the Department of Public Works will provide a traffic study at the proposed site located at 7717 West Good Hope Road. He noted that working with Director Kiely, he has

2. **Branch Building Initiative Mill Road.** (continued)

completed all the requests with due diligence that were made by the Trustees at both the March 24, 2015 regular Board meeting and the April 2, 2015 MPL Board Building and Development Committee meeting. Communication with the Mill Road Library district aldermen is on-going. After further discussion, Vice-President Bria said that she believes the Board and library staff have done due diligence by conducting community meetings with residents and business owners, consulting city departments on traffic and environmental concerns and communicating with the aldermen. Vice-President Bria then made a motion that the committee recommend to the full Board entering into negotiations with Maures Development / Common Bond Communities for the replacement of the Mill Road Library. She added, this recommendation is based on the revised proposal to build a mixed-use development at 7717 West Good Hope Road with forty-six residential units with the new library on the first floor. Trustee Kovac seconded the motion. Motion passed.

3. **Naming Policy.** Director Kiely referred to the Policy for Naming Milwaukee Public Library Facilities and Designated Areas of Facilities, attachment A, page 2 of the agenda. The committee was asked to review the policy in light of the Branch Building Initiative. After a brief discussion, the committee suggested that Director Kiely and MPL Foundation Executive Director Ryan Daniels review the policy and if necessary draft a revised policy for the Board to review. Informational item.
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The meeting of the Milwaukee Public Library Board's Building & Development Committee was adjourned at 9:00 a.m. on May 7, 2015.

BUDGET SUMMARY COMPARISON FOR 2016 REQUEST

5/8/2015

	2014 Adopted Budget	2015 Adopted Budget	2016 CTC Budget	2015 to 2016 Changes
WAGES	11,736,357.00	11,938,460.00	12,556,736.00	618,276.00
FRINGE BENEFITS	5,516,088.00	5,372,306.00	6,027,233.00	654,927.00
SUPPLIES AND SERVICES				
General Operating	256,384.00	270,250.00	266,576.00	(3,674.00)
Processing/Bindery/AV	117,500.00	106,500.00	106,500.00	0.00
Circulation/Postage/TNS	83,000.00	78,000.00	78,000.00	0.00
Marketing/Print/Educ/Photo	65,750.00	42,250.00	60,750.00	18,500.00
Buildings & Grounds	527,700.00	525,000.00	535,700.00	10,700.00
Utilities	803,658.00	819,551.00	875,100.00	55,549.00
Security	434,237.00	513,500.00	567,500.00	54,000.00
Network/MCFLS/OCLC	340,000.00	376,710.00	370,198.00	(6,512.00)
EQUIPMENT				
Library Materials	1,566,653.00	1,553,652.00	1,653,652.00	100,000.00
Additional & Replacement	53,869.00	49,798.00	56,194.00	6,396.00
Servers	80,000.00	160,000.00	30,000.00	(130,000.00)
Peripherals/Software	28,710.00	45,000.00	45,000.00	0.00
Computers/Printers/Monitors	145,000.00	198,250.00	275,419.00	77,169.00 **
SPECIAL FUNDS				
Villard Square Lease	13,182.00	13,182.00	13,182.00	0.00
	21,768,088.00	22,062,409.00	23,517,740.00	1,749,652.00
TOTAL (Without Fringes)	16,252,000.00	16,690,103.00	17,490,507.00	800,404.00
TOTAL NO SALARIES or FB	4,515,643.00	4,751,643.00	4,933,771.00	182,128.00

** Used 70,000 in 2014 and \$77,000 in 2015 from other funding sources to purchase computers.