

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Thursday January 17, 2008  
Central Library Meeting Room 1  
814 W. Wisconsin Ave.**

**PRESENT:** Sharon Cook, John Gurda, Joan Prince, Marty Schreiber, Kathy Williams,  
Ald. Terry Witkowski and Paula Kiely

**EXCUSED:** Ald. Mike D'Amato, Sup. Dan Devine, Ald. Ashanti Hamilton, Charlene  
Hardin, Art Harrington, David Riemer

**STAFF** Chris Arkenberg, Meg Diaz, Bruce Gay, Kelly Hughbanks, Joan Johnson,  
**PRESENT:** Sue Knorr, Joan Larson, Dawn Lauber, Bill Lenski, Cathy Markwiese,  
Sandra Melcher, Mary Milinkovich, Sandy Rusch Walton, Taj Schoening,  
Virginia Schwartz, Crystal Sura, Paul Wilant, Judy Zemke

**OTHERS** Amy Hefter, Legislative Reference Bureau  
**PRESENT:** Joe' Mar Hooper, Budget and Management  
Kevin Moloney, J.P. Morgan Securities, Inc.

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President Joan Prince called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:15 a.m. on January 17, 2008 with a quorum present.

**PUBLIC COMMENT** Citizen Theodore J. Richter stated his address (1632 E Irving Pl. Milwaukee, WI 53202) and addressed the board. Mr. Richter said that there was little effort made by the library to inform its patrons that the budget proposal to cut the media holds service was taking place. There were no flyers, no postings on the library website and no messages in emails that confirm a media item is ready for pickup. The library does not just belong to the Mayor and the Library Director, it belongs to everyone. The patrons need to know what the budget proposals are so they can attend the public hearings, contact their aldermen and library boards to voice their opinion. Mr. Richter also stated that he understands that a decision of this nature is difficult but suspects that if the patrons were made aware of the cut in service prior to the adoption of the budget by the Common Council, the media holds service may have been saved.

**APPROVAL OF MINUTES** Trustee Gurda moved and Trustee Williams seconded a motion to approve the December 19, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

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**OLD BUSINESS** None

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## NEW BUSINESS

1. **MPL Executive Committee.** Committee Chair President Prince stated that the Executive Committee met on January 14, 2008. As a result of the discussion on the change made to the media holds policy, the Board will send a letter to the Milwaukee County Federated Library System (MCFLS) suggesting a small working group be formed to address this issue. The MCFLS Member Agreement does recognize that each party is subject to fiscal constraints that will affect the level of service that each is able to provide. The working group should address the commitment to regional cooperation and discuss a recommended specific loan rule policy to address changes that libraries may have to make. Trustee Gurda added that the Assistant City Attorney attended the committee meeting and the legal opinion was that the change in service was a legal action. The committee members agreed that regional cooperation is a value the library wants to continue to support.  
President Prince stated that the committee recommended review and update of the Bylaws of the MPL Board of Trustees. Some immediate revisions will take place and the entire bylaws will be reviewed by a committee.  
Trustee Gurda moved and Trustee Witkowski seconded a motion to take action to form a working group surrounding the issue of media holds with other members of MCFLS and also form a committee to review the Board Bylaws. The Executive Committee agenda, minutes and legal opinion are attached.

Motion passed.

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2. **MPL Building & Development Committee.** Committee Chair Trustee Gurda stated that four bids were received for the Zablocki Library HVAC Upgrades. This project was rebid. Library administration recommends awarding the contract to Butters-Fetting Company for the base bid plus alternates one and two for a total of \$489,000 as listed in the attached memo. Trustee Gurda moved and Trustee Witkowski seconded a motion to award the contract to Butters-Fetting Company for a total of \$489,000. The agenda, minutes and memo are attached at the end of these minutes.

Motion passed.

Trustee Gurda explained that the library intends to apply for three E-Rate contracts: wide area network, Internet service, and Internet equipment, within the next month. The total budget approaches \$1.5 million. E-Rate funding has given the library a 90% discount in past years. Due to E-rate deadlines for application, library administration is requesting pre-authorization to award the E-rate contracts. Trustee Gurda stated in the form of a motion that the board pre-authorize the approval of the three contracts covered by E-rate – not to exceed a total of \$1.5 million, subject to the board choosing not to have a special meeting to review the actual bids. Trustee Cook seconded the motion. The agenda, minutes and memo are attached at the end of these minutes.

Motion passed.

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3. **MPL Budget & Finance Committee.** The MPL Budget and Finance Committee meeting scheduled for January 17 at 8:05 a.m. was cancelled and the items were taken up at the regular meeting.

3. **MPL Budget & Finance Committee.** (continued)

**Quarterly Review of Fund Investments.** Committee Chair Trustee Schreiber stated that the purpose of this item was to review the Milwaukee Public Library Trust Fund investments. Mr. Kevin Moloney, investment specialist from J.P. Morgan Asset Management, provided the committee with a market review update. Mr. Moloney gave an overview of the performance of the Milwaukee Public Library's portfolio. Mr. Moloney is comfortable with the current allocation. No specific recommendations to adjust the investment strategy were made. The asset allocation summary is attached.

No Action was Taken.

**2007 Spending Report.** Reports on the 2007 use of unrestricted trust funds for staff training, adult and children's programming, marketing and contingency were presented, attachment B, page 20 of the agenda.

Informational Item.

**Quarterly Report of the Internal Control of the MPL Trust Fund.** As recommended by the auditor, a quarterly report on internal accounting of the library Trust Fund was given to the Board. Library Business Operations Manager Taj Schoening referred to attachment B, page 23 of the agenda. All reconciliations and statements have been reviewed and approved monthly by Ms. Schoening and reported to be in order. New practices recommended by the Comptroller's office began in 2008.

Informational Item.

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4. **Children's Library Card.** Library Director Paula Kiely referred to attachment C, page 25 of the agenda packet. The memo outlines a request to change a policy related to library cards, which would increase the age of eligibility for an adult card to 16 years. Currently, children from ages birth through 14 are issued a child's library card. To receive that card a parent or legal guardian's signature is required. Once a child turns 15, they are given an adult library card and they can apply for it on their own with two forms of identification. Providing the required documentation has been problematic and library administration is recommending that the official age of eligibility for an adult library card be increased to age 16. Trustee Gurda suggested raising the age to 18, an age when most would have identification documents. Ms. Kiely reminded the Board that you need a guardian to sign for you and the library was trying to allow for the 16-year-old to come into the library and be able to get a card on his/her own. Ms. Kiely added that there is a Library Card Committee in place that is currently reviewing the number of library cards that are registered and how many are active. In addition, the committee's goal is to have a library card campaign in the fall. President Prince entertained a motion to accept the recommendation to increase the official age of eligibility for an adult library card to age 16. Trustee Schreiber moved to accept and Trustee Cook seconded the motion. After concern expressed by Trustees Gurda and Witkowski, Trustee Cook withdrew her second and Trustee Schreiber tabled his motion. The item was referred to the Programs and Services Committee for further review and recommendation. Trustee Witkowski suggested that a temporary card be issued to those who don't have the proper identification.

Motion passed.

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5. **Federal Appropriations Requests.** Ms. Kiely distributed a memo dated January 16, 2008 regarding Federal Appropriations and explained how select projects submitted by city departments are submitted for federal funding. The library's suggested projects were reviewed by the Board and a recommendation was made to submit all five. Library administration will keep the Board apprised on the submissions.

Informational Item.

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6. **MPL Foundation Activities.** MPL Foundation Director Meg Diaz reported that the un-audited fundraising efforts for 2007 totaled \$1,642,000. This total included a \$400,000 single gift. Recently, a generous gift of \$53,000 was received from the Herzfeld Foundation to support a bilingual component of Books2Go which will allow the library to hire two part-time bilingual support individuals to reach out to the daycares and provide additional literacy services. Ms. Diaz thanked the Board for their support and advocacy throughout the year.

Informational Item.

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#### **ADMINISTRATION REPORTS**

7. **Personnel Actions.** Personnel actions, attachment D, page 26 of the agenda, were presented and reviewed.

Informational item.

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

U. S. Bank Certificate of Deposit #266049289 dated 12/05/07 and maturing 01/04/08 at a rate of 4.36%.....\$125,000.

Informational Item

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9. **Library Director's Report.** The Library Director's Report, attachment E, page 16 of the agenda was presented. Ms. Kiely mentioned that she and President Prince were invited to make a presentation to the Faye McBeath Foundation board and thanked them for their generous support related to early literacy and summer reading. The library staff was commended for their programming efforts. The Caroline Kennedy book signing in the Krug Rare Books Room on December 13 was a wonderful event with a crowd of more than 1,000 attending. Ms. Kiely noted that semi-annual Staff Awards Ceremony was held on December 20 which recognized years of service. The circulation and patron counts, electronic statistics and computer use reports were reviewed.

Informational item.

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**ADDITIONAL NEW BUSINESS.** Marketing and Public Relations Officer Sandy Rusch

Walton asked the Board to support the Big Read project that MPL will be participating in during February and March, 2008. The kickoff celebration “MPL Celebrates Their Eyes Were Watching God by Zora Neale Hurston” will be held at Central on January 31. Ms. Rusch Walton asked the Board to distribute reader guides, posters, and bookmarks at their workplaces, professional organizations, churches, schools etc. to get the word out to encourage citizens to read for pleasure and enlightenment. Ms. Rusch Walton distributed a list that included media outlets where a letter can be sent or an interview done to promote the Big Read.

Ms. Kiely mentioned a program hosted by the Museum of Wisconsin Art, “Origins of Wisconsin Art: The Munich Academy” on January 26. The Curator of Munich’s Haus der Kunst, will be speaking. The MPL owned painting “The Flagellants” will be on loan there until December 31, 2010.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of January 17, 2008 was adjourned at 9:43 a.m.

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