

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Wednesday February 20, 2008
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

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

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

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

OTHERS Amy Hefter, Legislative Reference Bureau
PRESENT:

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

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

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

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

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

OLD BUSINESS

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

Informational item.

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

Informational item.

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

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

Informational item.

NEW BUSINESS

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

Motion passed.

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

Informational item.

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

Informational item.

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

Informational item.

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8. **MPL Foundation Activities.** MPL Foundation Director Meg Diaz stated that she looks forward to seeing the Trustees at the reception for the three library boards on March 11. The reception will be an opportunity to meet other members of the MPL Foundation Board, MPL Board of Trustees and Friends of MPL Board of Directors to celebrate and share their accomplishments.

Save the date for the Friends Spring Literary Luncheon on Monday May 19 at the Wisconsin Club. Award-winning author Louise Erdrich will be the featured guest. Erdrich is the author of 11 books including "The Painted Drum," "Love Medicine," and her upcoming novel "The Plague of Doves." Invitations will be mailed in March to all Friends members. Tickets will include a signed hardcover copy of her new book. The Foundation received notification of a grant award of \$73,000 from the Financial Industry Regulatory Authority (FINRA) in conjunction with the American Library Association. The grant will provide financial and investor education resources for the library staff training and public instruction programs that are presented in collaboration with community outreach partners. Special thanks to Librarian Chris Arkenberg, the library business department staff and Assistant Library Director Joan Johnson, who provided a great deal of work on the proposal.

Ms. Kiely and Ms. Diaz continue to meet with various funding sources, with an emphasis at the moment on the Summer Reading program.

Informational item.

ADMINIATRATION REPORTS

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

Informational item.

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

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

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

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

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

Informational item.

ADDITIONAL NEW BUSINESS. None.

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