

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Wednesday June 18, 2008
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

PRESENT: Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Charlene Hardin, Ald. Nik Kovac, Joan Prince, Kathy Williams, Ald. Terry Witkowski and Paula Kiely

EXCUSED Art Harrington, David Riemer, Marty Schreiber

STAFF Meg Diaz, Kelly Hughbanks, Joan Johnson, Sue Knorr,
PRESENT: Dawn Lauber, Sandra Melcher, Kathryn Mlsna, Sandy Rusch Walton, Taj Schoening, Crystal Sura, Paul Wilant, Judy Zemke

OTHERS Amy Hefter, Legislative Reference Bureau
PRESENT: Jake Miller, Budget and Policy Division
Eric Pearson, Budget and Policy Division

In the absence of President David Riemer, Vice President John Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:21 a.m. on June 18, 2008 with a quorum present. Trustees Coggs and Witkowski arrived at 8:30 a.m. Trustee Hamilton arrived at 8:55 a.m. Trustees Coggs and Kovac did not take the oath of office and therefore did not participate in the vote on action items.

PUBLIC COMMENT Director Paula Kiely introduced Kathryn Mlsna who will be Interim Coordinator of Circulation and Security after Susan Knorr's retirement in August. Budget Analyst Eric Pearson introduced Jake Miller from the City's Budget and Policy Division who will be working with the library as the 2009 budget is finalized. Vice President Gurda welcomed Alderman Nik Kovac and Alderwomen Milele Coggs to the Board.

APPROVAL OF MINUTES Trustee Prince moved and Trustee Williams seconded a motion to approve the May 15, 2008 and the June 3, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

OLD BUSINESS

1. **Media Holds Task Force.** Vice President Gurda referred to Attachment B, page 34. Ms. Kiely reported that the 2008 library budget eliminated two positions and MPL made a policy change on media holds to reduce the demand on staff for retrieving items. Due to concerns by the Milwaukee County Federated Library System (MCFLS) at the suggestion of the MPL Board, the MCFLS Board formed a Task Force to review the issue. Ms. Kiely summarized the series of Task Force meetings. As a compromise, the Media Holds Task Force proposed the following recommendation at the May 28, 2008 meeting: Maximum number of outstanding (pending) holds to be lowered (system-wide) to 15 (for all patron

1. **Media Holds Task Force.** (continued)

types who are currently set greater than 15 contingent on Milwaukee Public Library's action of re-establishing staff retrieval of holds (requests) for all of its currently restricted DVDs, VHSs, and Music CDs. The MCFLS Board accepted this proposal at their June 16, 2008 meeting. Ms. Kiely believes that by lowering the maximum number of holds allowed by each patron, system-wide, MPL will be able to manage the restoration of service. Ms. Kiely also stated that she had contacted the Mayor's office about the proposal, but had not yet been able to meet with him. Trustee Prince moved approval to accept the proposal and Trustee Cook seconded the motion.

Motion passed.

2. **2009 Budget.** Vice President Gurda stated that a Special Board meeting was held on June 3, 2008 to discuss the budget. Ms. Kiely distributed letters of support from patrons in response to a Journal Sentinel article regarding the City budget. Since June 3, there have been no additional developments. Ms. Kiely has met with most of the Common Council as part of the reappointment process and used that opportunity to have an early discussion about the budget. There is concern regarding layoffs and the impact on the communities if we close libraries. The Mayor will hold public hearings but those dates have not been scheduled yet. Library Administration is putting together a communications plan and fleshing out the express center operating plan. A list of criteria is being established to be used if libraries have to be closed. The cost to restore a neighborhood library is being researched, as requested by an Alderman; however it costs about \$400,000 per year to keep a library open. This figure includes staffing costs, overhead and collection. In 2002, the budget for materials and other resources was \$2.4 million. In 2008, that budget is \$1.6 million. The patron letters of support are attached.

Information item.

NEW BUSINESS

3. **Building and Development Committee.** Chair Gurda reported out from the June 18, 2008 Building and Development Committee. Two contracts were presented. Two aged electrical transformers in the Central Library need to be replaced. The committee accepted the recommendation from Library Administration to award the contract to Pieper Electric, Inc. for \$60,350. The second contract was for exterior repairs to the Wisconsin Avenue façade of the Central Library. One bid was submitted by Holton Brothers, Inc. Library Administration is comfortable with the Holton Brothers performance in the past and recommended to award the contract to them for \$225,085. Chair Gurda entertained a motion to approve the award of the two contracts. Trustee Hardin moved approval and Trustee Cook seconded the motion. The agenda, minutes and memos from the June 18, 2008 committee meeting are attached.

Motion passed.

4. **MPL Board Appointments.** Mayor Tom Barrett reappointed Alderman Ashanti Hamilton and Mr. Martin Schreiber to the Milwaukee Public Library Board of Trustees. Newly appointed trustees are Alderwoman Milele Coggs and Alderman Nik Kovac, all

4. **MPL Board Appointments.** (continued)

serving a 4-year term. Common Council President Willie Hines reappointed Dr. Joan Prince. The Milwaukee County Board Representative will be named soon. The appointment letters are attached at the end of these minutes.

Ms. Kiely stated that County Executive Scott Walker had made three new appointments to the MCFLS Board: Suzanne Breier; Arthur Harrington representing the resource library; and, Supervisor Patricia Jursik. The appointments need to be approved by the County Board.

Motion passed.

5. **MPL Board Committee Assignments.** Ms. Kiely stated that President Riemer will make assignments to the Board committees after all the appointments have been made. There are five standing committees: an Executive Committee; a Budget and Finance Committee; a Library Building and Development Committee; a Library Services and Programs Committee; and a Personnel Committee.

Ms. Kiely has recommended to President Riemer that a new Technology and Innovation Committee be added and that the Personnel Committee be consolidated with another committee. In addition, an ad-hoc committee will be formed to review and revise the MPL Board of Trustees Bylaws.

No action was taken.

6. **Library Card Campaign.** Ms. Kiely reminded the Board that at an earlier meeting, statistics on the number of active library card holders were presented. A Library Card Campaign Committee was formed to reengage patrons in the community with the library and to develop a strategy to reach out to people who do not have cards. Coordinator of Circulation and Security Sue Knorr was the chair of the committee. Marketing and Public Relations Officer Sandy Rusch Walton stated that the committee presented their recommendations to the Director in April. The plan for the library card campaign begins with a kickoff in September 2008 with a "fresh start" theme. Postcards will be mailed to inactive library card holders to welcome them back to the library. Also the person new to Milwaukee will be targeted. A part of the campaign will focus on the redesign of the library card incorporating the new logo along with a key fab. Trustee Prince suggested paying particular attention to the neighborhoods that have low reading rates to raise the awareness of the free resources that the library system has to offer. She also suggested looking for sponsorship for the cards.

Informational item.

7. **Resolution of Congratulation.** President Gurda referred to Attachment D, page 36 of the agenda. Center Street Library is recognized for outstanding service to the Milwaukee community on its 80th anniversary. Trustee Prince moved and Trustee Witkowski seconded a motion to approve the resolution.

Motion passed.

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8. **MPL Foundation Activities.** To benefit the new board members, MPL Foundation Director Meg Diaz gave a brief description of the Foundation. Ms. Diaz reported that the Friends Spring Literary Luncheon on May 19 featured author Louise Erdrich and was well attended by 216 guests. The Friends are planning additional programs this summer and fall. “An Evening of Words and Music in the Rotunda” will be held on July 17 featuring local authors Liam Callanan and Susan Engberg. This membership drive will invite current members to bring potential new members as guests.

Twice a year, the Friends review grant applications submitted by library staff for materials and projects. The Foundation recently received a \$20,000 grant from the Friends of the Library for these needs. A matching grant is also given to the Library Director. The Foundation recently received a \$15,000 grant from the Jane Bradley Pettit Foundation to support Ready to Read with Books2Go, which is an early literacy program. The Helen Bader Foundation is supporting the MPL Teen Advisory Board with a \$10,000 grant. The MetLife Foundation and Libraries for the Future awarded MPL with a grant of \$20,000 to help public libraries promote lifelong health and wellness through community responsive programs.

The ten year anniversary of the Central Library Betty Brinn Children’s Room will be celebrated on June 20, recognizing author and artist Lois Ehlert.

The 2008 Benjamin Franklin Award Celebration will recognize three honorees to celebrate the Foundation’s twenty year anniversary. The honorees named are: former city librarian Kate Huston; former Foundation board member who chaired the central renovation campaign Chris Bauer; and Lucille Krug, wife of former city librarian of 40 years Richard Krug and who gave a significant gift making the current Rare Books Room possible.

Informational item.

ADMINISTRATIVE REPORTS

9. **Personnel Actions.** Personnel actions, attachment E, page 37 of the agenda, were presented and reviewed. Ms. Kiely mentioned the expiration of the temporary appointment of a librarian at Mill Road. During the last five years, some retirees have helped the library by returning to work in a temporary capacity until vacancies are filled. Ms. Kiely also noted the retirement of librarian Bruce Barndt who worked in the system for almost twenty-eight years.

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 #338072070 dated 05/05/08 and maturing 06/04/08 at a rate of 2.20%.....\$187,000.

Informational item.

11. **Library Director's Report.** The Library Director's Report, attachment G, page 40, of the agenda was presented. Ms. Kiely highlighted her meeting with the Community and Economic Development Committee. Also highlighted was the library presence in Racine promoting the special collections such as the Great Lakes Marine Collection and the Vessel Files. The MPL Teen Advisory Board (TAB) continued the Stop Teenage Violence Series with a program on May 10 at Central Library. Police Chief Flynn has been invited to speak at a TAB meeting next fall.

The circulation, patron, and electronic statistical reports were reviewed. Circulation has increased by 5 ½ % over the same month last year. Ms. Kiely reported that there has been a significant increase in the circulation of media items. A contributing factor is the change in the media holds policy – more materials became available on the shelves instead of being transported from one library to another and then waiting for patron pickup.

The patron count has decreased about 2 ½ percent over the same month last year.

Unique visitors to the MPL website and database hits have increased over the same month last year.

Informational item.

ADDITIONAL NEW BUSINESS

Ms. Kiely distributed the Milwaukee Public Library Annual Report 2007.

On a motion made by Trustee Witkowski and seconded by Trustee Cook, the Milwaukee Public Library Board of Trustees meeting of June 18, 2008 was adjourned at 9:23 a.m.
