

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Wednesday September 17, 2008
Forest Home Library Meeting Room
1432 W. Forest Home Ave.**

PRESENT: John Gurda, Ald. Ashanti Hamilton, Dir. Charlene Hardin, Ald. Nik Kovac,
Joan Prince, David Riemer, Kathy Williams

EXCUSED: Ald. Milele Coggs, Sharon Cook, Art Harrington, Marty Schreiber

STAFF PRESENT: Bruce Gay, Joan Johnson, Sandra Melcher, Taj Schoening, Kathy Staszak,
Crystal Sura, Paul Wilant

OTHERS PRESENT: Amy Hefter, Legislative Reference Bureau
Eric Pearson, Budget and Policy Division
Jake Miller, Budget and Policy Division
Leslie Silletti, Mayor's Office
Lise Lawson, MPL Friends
Beth Dufek, Local Initiatives Support Corporation
Christopher Laurent, Gorman & Company, Inc.
Sam McGovern-Rowen, Northwest Side Community Development Corporation
Howard Snyder, Northwest Side Community Development Corporation

President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:35 a.m. on September 17, 2008 with a quorum present.

PUBLIC COMMENT None.

Director Paula Kiely introduced Leslie Silletti, who is the library's new liaison to the Mayor's Office. Ms. Silletti replaces Rhonda Kelsey who was promoted to Director of Purchasing. Director Kiely also introduced Forest Home Library Branch Manager Kathie Staszak. Ms. Staszak welcomed the Board and gave a brief description of the neighborhood stating that there are forty-four schools in the area. The library was built in 1966 and had a collection of mostly German and Polish language books which has now been replaced with a large collection of Spanish language materials. A library renovation in 2000 provided a computer lab that allows computer classes to be held in English and Spanish. A drop-in Job Center for Spanish speaking patrons is also available. An impressive Native American collection can also be found at the library.

APPROVAL OF MINUTES Trustee Gurda moved and Trustee Prince seconded a motion to approve the July 23, 2008 and August 6, 2008 meeting minutes, shown as attachment A of the agenda packet.

Motion passed.

OLD BUSINESS

1. **Gift Policy.** President Riemer referred to attachment B, page 32 of the agenda. He reported that the proposed change in the gift policy was brought to the Library Services & Programs Committee on March 31, 2008 and then discussed at the April 16, 2008 and May 15, 2008 Board meetings. He added that Trustee Cook, as Committee Chair, expressed her wish to have this item sent back to the Committee if the Board is not yet comfortable taking a vote. President Riemer introduced Friends of the Library Board President, Lise Lawson. Ms. Lawson stated that the memo presented on page 32 provides information on the proposal of the Friends of the Library to accept the gifts on behalf of the Library. Ms. Lawson added that the Friends and their volunteers have the experience to take on the responsibility to manage all the gifts. The memo states that gifts will be accepted by the Friends at the Central Library only. Trustee Kovac asked how many books are donated to the branches. Ms. Kiely said most gifts come to the Central Library. Trustee Prince stated she would prefer that gifts are accepted not only at Central but also at the branch locations and then delivered to the Friends for sorting. Trustees Kovac and Hardin concurred. Trustee Prince moved and Trustee Gurda seconded a motion to accept the gift policy and the Friends of the Library's offer to accept gift materials for the Milwaukee Public Library system with the caveat that gifts will be accepted at all MPL locations. Ms. Kiely informed the Board that Library Administration will work out the procedure and report back to the Board. Ms. Lawson mentioned the coffee shop and used bookstore have been newly remodeled and will re-open its doors on Saturday, September 20, with a new look and a new name.

Motion passed.

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2. **2009 Budget.** Ms. Kiely reported that Mayor Barrett is preparing two budgets for the Common Council to consider. The first is the Mayor's preferred budget. In this budget, no libraries will close, although there will be hours and service reductions throughout the system and some reductions in other areas. To fund this budget, additional fees or revenue will need to be recognized. The second is the Mayor's proposed budget, which is a balanced budget as required by law. The major features of this budget include a reduction in hours at the Central Library (also included in the preferred budget), a cut to the materials budget, and the closing of two neighborhood libraries. The Mayor presents his budget on September 24. The library budget hearing is scheduled for October 10. Discussion ensued. Trustee Gurda asked what the reduction to the budget is and which service option fits with the preferred budget. Ms. Kiely replied that the preferred budget adds about \$900,000 in funding. Ms. Kiely added that three additional options were created after the July Board meeting but option F is comparable – she will propose that all neighborhood libraries have equitable hours (open 45 hours per week, Monday through Wednesday noon until 8:00 p.m. and Thursday through Saturday 10:00 a.m. until 5:00 p.m. with Sunday hours continuing through the school year). The goal is to give every community the same level of library access with the same level of library staff available to serve. President Riemer will join Ms. Kiely at the budget hearing. The Board agreed that they support a budget that does not close libraries and does not reduce hours or services more than necessary.

Informational item.

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3. **Building and Development Committee.** Committee Chair Kathy Williams summarized the Building and Development Committee meeting from August 26, 2008. After a full and detailed discussion the committee presented some questions to library staff regarding the proposed Villard Avenue project as outlined in the meeting minutes, attachment C, page 36 of the agenda. The Committee recommends that the Board accept the concept of the proposed Villard Avenue project. Ms. Williams added that pursuing these types of partnerships is in alignment with the library's overall strategic plan and the long-term growth and vision of the library system. Ms. Kiely mentioned she and Library Business Operations Manager Taj Schoening met with the Department of City Development Deputy Director Martha Brown to discuss the project and review the questions. A letter listing the questions of interest was sent to Gorman & Company, Inc. Ms. Kiely stated two things are necessary to move this project forward: funding needs to be available (the Mayor has included in the 2009 budget, authority to borrow up to \$1 million) and, a non-binding letter of interest from the Board to Gorman & Company, Inc. which would allow them to apply for tax-credits. Trustee Gurda moved to authorize a non-binding letter from the Board be sent to Gorman & Company, Inc. stating the library's interest in the proposed Villard Square facility proposal. Trustee Hardin seconded the motion. President Riemer encouraged the Board to send any further questions or concerns to Director Kiely and Committee Chair Williams.

Motion passed.

NEW BUSINESS

4. **Increase of Overdue Fines.** Ms. Kiely distributed a memo dated September 12, 2008 titled Overdue Fine – Entertainment DVD's. Ms. Kiely summarized the memo and asked the Board to approve an increase in the overdue fee for entertainment DVD's from \$.50 per day to \$1 per day, with a maximum fine per item remaining at \$5.00. Trustee Gurda moved and Trustee Hamilton seconded a motion to approve the increase in DVD fines as stated by Director Kiely to be effective January 1, 2009. The memo is attached at the end of these minutes. President Riemer noted that, at a future meeting, the Board should consider an inflationary adjustment to the overdue fine for other items from \$.10 to \$.15 per day.

Motion passed.

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5. **Mayor Barrett's Priorities.** Ms. Kiely provided an overview of Mayor Tom Barrett's Priority Setting/Planning Session June 12, 2008 Follow Up Report, attachment D, page 39 of the agenda. Ms. Kiely stated that the library is the lead agency in the strategy to ensure that every city student has a library card as listed under Goal 3: Improve Workforce Development and Connect More Citizens to Family-Supporting Jobs. Objective 2: Expose X number of inner city youth to career environment. The library was asked to prioritize that goal as well as others and look for funding in the 2009 budget to accomplish it. All of the library staff were given a copy of this report and were given opportunity to respond. The library has set a goal that 80% of students in Milwaukee Public Schools (MPS) would have a valid library card by December 2009. The library will be looking for support from the MPS School Board as well as from the

5. **Mayor Barrett's Priorities.** (continued)

Superintendent. Trustee Hardin expressed that there is positive potential for an intergovernmental agreement but stated that outstanding fees and student confidentiality are issues of concern. As part of the outreach in support of literacy and the library, on-site library card registration will take place in the lobby of City Hall on September 18. Private funding will be sought to increase the outreach from the Books2Go program. Trustee Gurda asked if the Library Card Committee is still meeting. Ms. Kiely said that the committee is still active and will play a role in this strategy to meet the Mayor's objective.

No action was taken.

ADMINISTRATIVE REPORTS

6. **Personnel Actions.** Personnel actions, attachment E, page 55 of the agenda, were presented and reviewed. Ms. Kiely highlighted the retirement of Library Services Assistant Gloria Thomson after 28 years of service.

Informational item.

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7. **Financial Report.** Ms. Kiely referred to attachment F, page 57 of the agenda, noting that the Certificate of Deposit increased due to the significant gift made to the Library for the Blind and Physically Handicapped, which was announced at the last meeting.

Informational item.

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8. **Library Director's Report.** The Library Director's Report, attachment G, page 59 of the agenda was presented. Ms. Kiely noted that a full report of the Summer Reading Program will be given at the October Board meeting. Circulation and patron counts increased in July but fell slightly in August. Summer Reading Program events may have contributed to the increase. The Computer, Internet, and Electronic Statistics were reviewed.

Informational item.

ADDITIONAL NEW BUSINESS. None.

The Milwaukee Public Library Board of Trustees meeting of September 17, 2008 was adjourned at 10:15 a.m.



MILWAUKEE
PUBLIC LIBRARY

Central Library

MEMORANDUM

DATE: September 12, 2008
TO: Library Board of Trustees
FROM: Paula Kiely, Library Director
RE: Overdue Fine – Entertainment DVDs

Entertainment DVDs, which include feature films and popular television programs, circulate for 3-days. When they are returned late, patrons are currently charged 50 cents per day. The purpose of this memo is to propose an increase in this fine to \$1 per day. The maximum fine per item would remain \$5.

With the assistance of the City's Budget Office, we estimate this increase in the DVD overdue fine would raise approximately \$50,000 in additional revenue. The Library has been told these extra funds can be used to offset an expected reduction in the 2009 materials budget. Overdue fines for DVDs were last increased in July of 2003, when they were raised to 50 cents (see box). In making this change, the Milwaukee Public Library would bring its DVD fine in line with four other member libraries in the Milwaukee County Federated Library System.

History of Overdue Fines

7/24/2003 - Current	\$0.50/day (3 day videos and DVDs)
6/1/1997 – 7/23/2003	\$0.10/day all items
10/1/1966 – 5/31/1997	\$0.05/day all items
Prior to 10/1/1966	\$0.025/day all items

Inflation calculation based on consumer price index*

\$0.05 in 1966 has the same buying power as \$0.34 today
\$0.10 in 1997 has the same buying power as \$0.14 today
\$0.50 in 2003 has the same buying power as \$0.59 today

*From the U.S. Department of Labor, Bureau of Labor Statistics website.

<http://data.bls.gov/cgi-bin/cpicalc.pl>

DVDs are free for patrons to check out with their valid library card and are one of the most popular materials provided by the library. Patrons who return their materials on time will continue to be able to use these materials free of charge. Those who return their DVDs after the due date will pay an increased fine, but the fine will still be less than the cost to rent a DVD at a retail store. We expect the fine will encourage some people to return their materials on time, making them available for others to use.

Given the length of time since the last increase, the incentive it will give some patrons to return their materials promptly, and the potential to increase revenue that will help purchase new materials, I recommend increasing the overdue fee from 50 cents per day to \$1 per day, to be effective January 1, 2009.