

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Wednesday September 23, 2009  
Atkinson Library Meeting Room  
1960 W. Atkinson Ave.**

**PRESENT:** Sharon Cook, John Gurda, Art Harrington, Sup. Theo Lipscomb, David Riemer, Marty Schreiber, Gretchen Schuldt, Dir. Bruce Thompson, Paula Kiely

**EXCUSED:** Ald. Milele Coggs, Ald. Ashanti Hamilton, Ald. Nik Kovac, Joan Prince

**STAFF PRESENT:** Clark Caughey, Meg Diaz, Bruce Gay, Kelly Hughbanks, Joan Johnson, Bill Lenski, Kathryn Mlsna, Sandy Rusch Walton, Taj Schoening, David Sikora, Crystal Sura, Michael Weber, Judy Zemke

**OTHERS PRESENT:** Amy Hefter, Legislative Reference Bureau  
Jake Miller, Budget and Policy Division  
Leslie Silletti, Mayor's Office

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President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:15 a.m. on September 23, 2009 with a quorum present. Trustee Schreiber left at 8:28 a.m.; Trustee Harrington left at 9:15 a.m. at which time a quorum was lost. All action items were voted on with a quorum present. Trustee Cook left at 9:45 a.m. Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** None

President Riemer welcomed newly appointed Supervisor Theo Lipscomb and Director Bruce Thompson to the Board.

Library Director Paula Kiely introduced Atkinson Library Branch Manager David Sikora. Mr. Sikora welcomed the Board and gave a brief history of Atkinson Library.

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**APPROVAL OF MINUTES** Trustee Harrington moved and Trustee Schuldt seconded a motion to approve the July 21, 2009 meeting minutes, shown as attachment A of the agenda packet with one correction to item 8, page 6 – \$15,000 was received from the Jane Bradley Pettit Foundation.

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**OLD BUSINESS**

1. **MPL Community Meetings on Future Library Facilities Planning.** A Final Report titled Rethinking Libraries for the 21<sup>st</sup> Century was presented as attachment B, page 47 of the agenda. Library Director Paula Kiely provided a brief overview of the report. Director Kiely thanked the Trustees for their presence and participation at the meetings.  
No action was taken.

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2. **2010 Budget Update.** Director Kiely reported that the Mayor will present his 2010 proposed budget on September 24. The Library's portion of the City's budget is

2. **2010 Budget Update.** (continued)

\$15,191,552, excluding fringe benefits. This represents a reduction of 8.8% from the 2009 budget. Key features of the proposed 2010 operating plan include the following: Central Library's Art and Humanities Rooms - reduced to 20 hours/week (the Resource Library Agreement requires that Central Library is open 51 hours a week); Center Street Library operation unchanged - open 50 hours/week; remaining Branch Libraries - open 35 hours/week (alternately, 6 libraries will be open on Friday and 5 libraries will be open on Saturday) – Sunday hours remain at 3 libraries; materials budget \$1.377 million – a reduction of \$193,859; positions reduced by 20 – no layoffs. Capital funding available for mixed-use Villard Avenue Library, completion of the RFID Project, and ongoing repairs and maintenance at Central Library. The library's budget hearing before the Common Council's Finance & Personnel Committee is scheduled for October 9 and the budget is submitted to Mayor Barrett on November 9.

Discussion ensued regarding materials donations. Trustee Cook reminded the Board that the donations policy was revised in December 2008. Director Kiely stated that due to cost effectiveness, monetary donations are preferred over materials donations.

Trustee Schuldt expressed her concern over the staffing levels. Trustee Gurda asked what the percentage of the drop in hours is. Director Kiely responded that the reduction in hours open, system wide, is 22.6%. Trustee Schuldt suggested that the library pilot an express center in 2010. Director Kiely stated that there has been some community interest in partnering with the library to develop the express center model. Director Thompson requested that data on library customer demand be shared with the Board members. Director Kiely stated that library administration's recommendation is based on circulation and transaction data and observed and reported patterns of use. President Riemer stated that the Board needs to use this current budget process to decide on a future library facilities plan. The Board, as a whole, agreed that the discussion regarding the future library facilities plan will take place at the next regular meeting on October 21, 2009.

Informational item.

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3. **MCFLS Survey.** The results of the Milwaukee County Federated Library System member survey were presented as attachment C, page 50 of the agenda. Director Kiely noted that the MCFLS Listening Session is scheduled for Thursday, October 29, 2009, 6:00 PM at Greenfield Public Library. All MCFLS Board Members and Directors are invited to attend.

Informational item.

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4. **Proposed Change to Work Rules.** Library Personnel Officer Judy Zemke referred to the memo titled Proposed Change to Work Rules, dated June 23, 2009, attachment D, page 69 of the agenda. Ms. Zemke explained that library administration asks for Board approval to change the language in the current library work rules regarding telephone calls, to clarify the use of city-provided and employee-owned cell phones and other electronic communication devices, during scheduled work hours. The union has reviewed the changes and has no objection. After a brief discussion, Trustee Harrington moved and Trustee Cook seconded a motion to approve the language changes to the work rules as listed in the memo.

Motion passed.

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## COMMITTEE REPORTS

5. **Services & Programs Committee.** Committee Chair Sharon Cook reported out from the July 24, 2009 Library Services & Programs Committee meeting. Trustee Cook, stated in the form of a motion, that the committee deliberated in closed session after hearing an appeal from Mr. Geshrick and recommends upholding the library ban of one year. Trustee Schuldt seconded the motion. Two other appeals that were heard at that meeting are pending. The July 24, 2009 Committee agenda and minutes were presented as attachment E, page 73 of the agenda.

Motion passed.

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6. **Finance & Personnel Committee.** Committee Chair Marty Schreiber reported that the Finance & Personnel Committee met earlier on September 23, 2009, to hear a recommendation from Director Kiely and Library Security Manager Michael Weber to contract with Unique Management Services (UMS) to recover library overdue fines and materials. For every \$1 spent, \$6-8 of fines and materials is projected to be recovered. Ms. Kiely stated that the start up cost will be about \$11,000 and the contract may be set up for one to two years with an option to extend. President Riemer requested a quarterly report back to the Board on the measure of success the service provides.

Trustee Schreiber stated that the Committee approved the recommendation of library administration to allocate the bequests of \$7,500 received from the estate of Mr. Harold Gauer and \$34,339.18 from the Elmer G. Voigt Craftsmen's Educational Trust Fund to the unrestricted portion of the MPL Trust Fund to be used for general programming and library materials.

The Committee also approved the application and acceptance of the two MPL proposals for consideration for LSTA funding for 2010. Trustee Schreiber moved and Trustee Cook seconded a motion to approve the recommendations as presented by the Finance and Personnel Committee. The September 23, 2009 Finance & Personnel Committee agenda and minutes are attached.

Motion passed.

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## NEW BUSINESS

7. **Library Advocacy.** Trustee Cook stated that the MPL Board members have a responsibility to represent the library to other elected officials by building support for the library and an understanding for a future library system. An elected official's contact information list was shared with the Board. Trustee Cook will contact Board members and solicit participation.

No action was taken.

Director Kiely announced that MPL will participate in an advocacy campaign called "Geek the Library." The campaign will educate the public about how public libraries are funded. The campaign is funded through the Bill and Melinda Gates Foundation. The campaign uses the word geek, as a verb, to express what someone is passionate about and how they can use the library to find out more information about their interests. MPL will receive \$50,000 in advertising and marketing with expectations of increased awareness and support of libraries. With support from Mayor Barrett and discussion with the City's Intergovernmental Relations Department, it was suggested that the Library Board send a

7. **Library Advocacy.** (continued)

letter to the elected officials to inform them of this campaign and let them know that they may be hearing more about libraries from their constituents. The Board agreed by consensus that a letter from President Riemer, highlighting the “Geek the Library” campaign, will be sent to legislatures.

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8. **UWM Greater Milwaukee Telephone Survey Results.** Marketing and Public Relations Officer Sandy Rusch Walton summarized the results of a phone survey conducted by UWM in 2009, presented as attachment F, page 78. The information from the survey will be used to advocate and promote the value of the library in the community. Discussion ensued regarding valid library cards, fines, and amnesty. It was decided that further discussion on the library card campaigns and fines will be taken up at the Library Services and Programs Committee.

Informational item.

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9. **Summer Reading Programs.** Youth and Community Outreach Services Coordinator Kelly Hughbanks distributed the Milwaukee Public Library 2009 Summer Reading Programming Report May 18 – August 29, 2009 “Be a Super Reader” for children ages 0-12 years old and “Express Yourself @ Your Library” for teens 13-18 years old. Ms. Hughbanks commented that the branding of the “Super Reader” theme is proving to be effective. Ms. Hughbanks highlighted the successes of the program: registration; enhanced outreach; and, all-time high program attendance. The Board congratulated MPL on their accomplishment of reaching their project goals by increasing participation, recognition and summer reading. The report is attached at the end of these minutes.

Informational item.

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**ADMINISTRATIVE REPORTS**

10. **Personnel Actions.** Library administration reports the personnel activity for the months of July and August. Ms. Kiely announced the retirements of Thomas Corozza – 22 years of service; Alfred Jakober – 21 years of service, and Susan Ploetz – 43 years of service.

Informational item.

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11. **Financial Report.** Financial reports for July and August 2009 were presented and accepted.

U. S. Bank Commercial Paper #338079814 (rated A1+/P1) dated 07/03/09 and maturing 08/03/09 at a rate of 0.15%.....\$390,000.

U. S. Bank Commercial Paper #338080053 (rated A1+/P1) dated 08/03/09 and maturing 09/02/09 at a rate of 0.15%.....\$423,000.

Informational item.

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12. **Library Director’s Reports.** The Library Directors Reports were reviewed. Ms. Kiely noted that circulation has increased and patron counts decreased slightly in July. August

12. **Library Director's Reports.** (continued)

reports show an increase in circulation by over 11% and patron visits increased by over 6.5%.

Director Kiely reminded the Board of several upcoming events: Pattiann Rogers, poet in residence, will be reading on September 24 in Centennial Hall for the first Language of Conservation program; the library will be accepting the Governor's Archives Award for work on the vessel files on October 11 in the Rare Books Room; the 2009 Benjamin Franklin Award Celebration will be held on October 22 at Central Library; the Library Services & Programs Committee will be meeting on September 30, 8:00 a.m. at Central to award a contract for RFID services; and, the Library Building & Development Committee will meet on October 15, 8:00 a.m. at Central to discuss the use of new market tax credits for the new Villard Square Library.

Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of September 23, 2009 was adjourned at 9:55 a.m.

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