

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday November 25, 2014  
Central Library Meeting Room 1  
814 W. Wisconsin Avenue  
Milwaukee, WI 53233**

**PRESENT:** Michele Bria, Denise Callaway, Ald. Milele Coggs, John Gurda,  
Ald. Nik Kovac, Sup. Theo Lipscomb, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Sharon Cook, Ashanti Hamilton, Chris Layden, Joan Prince, Mark Sain

**STAFF:** Rachel Arndt, Ryan Daniels, Consuelo Hernandez, Joan Johnson, Dawn Lauber,  
Sam McGovern-Rowen, Mary Milinkovich, Judy Pinger, Taj Schoening,  
Crystal Sura, Brooke VandeBerg

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Eric Pearson, Budget Division  
Bruce Gay, Milwaukee County Federated Library System

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President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on November 25, 2014. A quorum was attained at 5:00 p.m. Trustee Bria left at 5:30 p.m. at which time the quorum was lost. All action items were voted on with a quorum present. Items were taken out of order; however, these minutes are presented in numerical sequence.

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**PUBLIC COMMENT** None

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**APPROVAL OF MINUTES** Trustee Lipscomb moved and Trustee Bria seconded a motion to approve the October 28, 2014 minutes. Motion passed.

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### **COMMITTEE REPORTS**

1. **Services and Programs Committee.** Vice-chair Callaway referred to the November 3, 2014 Services and Programs Committee minutes, attachment B, page 29 of the agenda. Trustee Callaway summarized the discussion of the five items: the revised Public Use of Meeting Rooms and Conference Rooms policy; using the patron database to create a marketing mailing list and also a fundraising mailing list; the progress of the library card campaign; and, the revised policy outlining the lending of library art. Trustee Callaway moved approval of the action items as recommended by the Committee. Trustee Bria seconded the motion. Motion passed.
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### **OLD BUSINESS**

2. **Budget Update.** Referring to the Year 2015 Adopted Budget Overview, attachment C, page 40 of the agenda, Director Kiely explained that there were no changes to the library's proposed budget.. She said that the level of funding allows the public service hours remain the same as in 2014. The capital funding provides for the building repairs and renovation and replacement of the branch initiatives. The overall budget increased from by 2.7% from 2014 to 2015. Additionally, there was a budget amendment sponsored by Aldermen Kovac,

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

Murphy and Bauman that added \$25,000 to the Milwaukee Arts Board budget for the purpose of municipal public art, specifically to help fund public art in the next new library facility. The funding will appear as a revenue source in the library's capital budget when the building of the next new library begins. Informational item.

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**NEW BUSINESS**

3. **Trustees 2015 Meeting Schedule.** The proposed schedule for 2015 MPL Board of Trustees meetings was presented for approval, attachment D, page 41 of the agenda. Trustee Lipscomb moved and Trustee Bria seconded a motion to approve. Motion passed.

President Gurda distributed a document titled, MPL Library Board of Trustees Job Description 2014, and encouraged the Board to read through it. The Job Description is attached at the end of these minutes.

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4. **Villard Square Branch.** Director Kiely stated that youth sign-in will be implemented at the Villard Square Branch. The sign-in procedure, currently in effect at Atkinson, Center Street, Washington Park and Mill Road has made a positive impact on student's behavior in the library, reducing the number of security incidents. Security guards request that youth, unaccompanied by an adult, show a form of identification and sign-in upon entering the library. Informational item.

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5. **Wisconsin Library System Changes.** Director Kiely distributed a document titled Changes Recommended by the Council on Library and Network Development (COLAND), Potential Impact on Library Systems and MPL, November 25, 2014. She reminded the Board that during the last State budget, there was an amendment added to the Governor's budget that would have authorized the Department of Administration to study the size and number of library systems in Wisconsin. She explained that public libraries throughout Wisconsin receive funding from the State through their library systems. In turn, library systems are responsible for providing mandated services such as consulting services and delivery. There are seventeen library systems in the State, each governed by their own Board. The amendment was vetoed; however, the Superintendent of Public Instruction authorized a study of library systems and COLAND was directed to take the lead in developing a strategic vision for library systems. A committee consisting of eight library directors developed recommendations that were based on a LEAN study completed by System and Resource Library Administrators' Association of Wisconsin (SRLAAW). The LEAN study identified potential savings by consolidating systems, increasing the use of technology, reducing duplications and inefficiencies, and increasing the sharing of services. MPL responded to the COLAND recommended changes by meeting with Assistant State Superintendent of the Division for Libraries and Technologies, Mr. Kurt Kiefer, along with Ms. Jennifer Gonda from the City's Intergovernmental Relations Division. The recommendations, potential changes to systems and the impact on MPL listed on the document were reviewed. There is a concern that changes to the Resource Library requirement will jeopardize the compensation the library receives for its services. Discussion ensued. Director Kiely stated that most of the recommendations are broad, and

5. **Wisconsin Library System Changes.** (continued)

at this time, the library is not aware that there is any specific plan for use of this study at the State level. Director Kiely will continue to gather information on the topic. President Gurda said the MPL Board is prepared to take any necessary action by corresponding with Mr. Tony Evers, Wisconsin Superintendent of Public Instruction. The recommended changes document is attached at the end of these minutes. Informational item.

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6. **Vogel Archives.** President Gurda introduced Library Archivist Rachel Arndt who shared information regarding the new accession of the Vogel family archives. Ms. Arndt explained that she and Director Kiely met with Mr. Frederick Vogel III who was interested in placing his family archives at the Central Library. Mr. Vogel is one of the ancestors of the founder of the Pfister and Vogel Tannery, a thriving Milwaukee business in the 1800s. After a tour of the library and explanation of the archival process, the collection representing six generations of the Vogel family, was gifted to the library. Their ancestors include business men, industrialists, and philanthropists who were very involved in Milwaukee's culture and history. The family collection consists of correspondence, mementos, albums and scrapbooks. The library believes this collection will be of high-interest to many different users of the Humanities and Archives room. Informational item.
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7. **MPL Foundation Update.** Executive Director Daniels reported that the Foundation has raised \$1.3 million dollars as of the end of October compared to \$841,000 last year. The Foundation has contributed \$511,000 to the library, year-to-date. The Ben Franklin Award fundraiser raised a net of \$534,000. The Foundation continues to cultivate relationships and implement strategies to keep library donor relationships strong. Since the success of the East Branch grand opening, the Foundation sent a follow-up email to those listed on their fundraising database stating that contributions to the East Branch continue to be accepted. Donor names will be recognized on the permanent wall mural. The Foundation also held an East Branch sneak peak donor event prior to the grand opening, with over 200 people in attendance. There will be a targeted year-end solicitation sent from the Foundation to reach out to donors who have not given this year, reminding them of multiple opportunities to support the good work of the library. Director Daniels also reported that the Foundation achieved 400 new donors this year. Informational item.
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**ADMINISTRATIVE REPORTS**

8. **Personnel Actions.** The personnel activity for October was reviewed, as shown on attachment E, page 44 of the agenda. Informational item.
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9. **Financial Report.** The financial report for October 2014 was presented as attachment F, page 45 of the agenda.

Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #266079938 (rated A1/P1) dated 10/06/14 and maturing 11/05/14 at a rate of 0.06%.....\$448,000.

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10. **Library Director's Reports.** The Director's report, attachment G, page 47 of the agenda was reviewed. Director Kiely highlighted the new East Branch grand opening on November 22, 2014. Mayor Barrett, Aldermen Kovac, Murphy and Witkowski, as well as President Gurda and Trustees Bria, Cook, Hamilton, Layden, and Lipscomb joined the celebration which was well attended by approximately 2000 community members. The patron visits, circulation, computer usage and computer, internet, and electronic statistics for October were reviewed. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of November 25, 2014 was adjourned at 6:15 p.m.

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