



# MILWAUKEE

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## PUBLIC LIBRARY

### **Vision**

*MPL is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee.*

### **Mission**

*Inspiration starts here – we help people read, learn, and connect.*

### **BOARD OF TRUSTEES REGULAR MEETING**

**John Gurda, President**  
**Michele Bria, Vice-President**  
**Joe'Mar Hooper, Financial Secretary**  
**Paula Kiely, Secretary**  
**JoAnne Anton, Ald. Milele Coggs, Sharon Cook, Ald. Nik Kovac,**  
**Chris Layden, Joan Prince, Dir. Mark Sain**  
**Secretary's Assistant: Crystal Sura (414) 286-3021**

**Tuesday October 25, 2016**

**4:30 p.m.**

**Central Library**

**Meeting Room 1**

**814 West Wisconsin Avenue**

**Milwaukee, WI 53233**

### **AGENDA**

#### **PUBLIC COMMENT**

#### **SPECIAL COMMUNICATION**

1. **Introduction.** Ms. Eileen Force Cahill will be introduced as the library's Community Relations and Engagement Director.

#### **RESOURCES / RECOMMENDATIONS / RESEARCH**

2. **Ready to Read.** Education Outreach Specialist Mary Madigan will explain how the Library's early literacy program helps very young children gain literacy skills.

#### **CONSENT AGENDA**

Attachment A, page 3

3. **Regular Board Meeting Minutes September 27, 2016.**
4. **Committee Reports.**  
Finance & Personnel Committee Meeting Minutes October 5, 2016
5. **Administrative Reports.**
  - a. Personnel Actions
  - b. Financial Report
  - c. Library Director's Reports

## REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Nik Kovac, Resource Library Representative, will report on the October 17, 2016 MCFLS Board meeting.
7. **Building and Development Committee**. Committee Chair Michelle Bria will provide a report from the October 6, 2016 meeting regarding the Mill Road Branch, the Mitchell Street Project and the Martin Luther King redevelopment.  
Attachment B, page 28
8. **MPL Foundation Report**. MPL Foundation Executive Director Ryan Daniels will report on fundraising efforts to-date.

## OLD BUSINESS

9. **Forgiveness Campaign**. Library administration will provide a report on the Forgiveness Campaign.
10. **Library Budget Hearing Report**. The Board will discuss the library's 2017 budget and recent hearing.

## NEW BUSINESS

11. **2017 Milwaukee Public Library Proposed Public Service Hours**. The 2017 MPL Public Service Schedule of Hours will be presented for approval.  
Attachment C, page 38
12. **Bindery Equipment**. Approval is requested to dispose of or sell bindery equipment housed in the Central Library.  
Attachment D, page 39

## STRATEGIC DISCUSSION

13. **Impactful Library Programs and Measurement**. The Trustees will continue their discussion on library programs and services that address the underlying issues related to the recent unrest in the Sherman Park community.

### ***REMINDER: Next scheduled meetings are:***

*November 3, 2016 – Building & Development Committee – Central Library 8:00 a.m.*

*November 7, 2016 – Services & Programs Committee – Central Library 5:30 p.m.*

*November 22, 2016 – Regular Board – Central Library – 4:30 p.m.*

*Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby) or by calling (414) 286-2238.*

*Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.*

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX) or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday September 27, 2016  
Martin Luther King Branch  
310 West Locust Street  
Milwaukee, WI 53212**

**PRESENT:** JoAnne Anton, Michele Bria, Ald. Milele Coggs, John Gurda, Joe' Mar Hooper, Ald. Nik Kovac, Chris Layden, Joan Prince, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Sharon Cook

**STAFF:** Ryan Daniels, Eileen Force Cahill, Joan Johnson, Dawn Lauber, Cathy Markwiese, Sam McGovern-Rowen, Jennifer Meyer Stearns, Judy Pinger, Crystal Sura, Arvis Williams, Kelly Wochinske

**OTHERS** Tea Norfolk, Legislative Reference Bureau

**PRESENT:** Eric Pearson, Budget and Management Division

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President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:33 p.m. on September 27, 2016 with a quorum present. Trustee Sain arrived at 4:55 p.m. and Trustee Coggs arrived at 5:30 p.m.

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**PUBLIC COMMENT** None.

President Gurda introduced Enid Gruszka, branch manager of Martin Luther King and East branches. Ms. Gruszka announced that the Forgiveness Campaign started on Monday September 26 and is off to a successful start, noting that the patron count for compared to the previous Monday increased by 52%. She added that attendance at children's programs increased by 35% year-to-date and computer use increased by 51% compared to last year. New programs include a weekly youth chess club. The King Branch had a presence at District 5's National Night Out at Gordon Park. Staff have been active with the Beerline Trail Neighborhood Development Group and the WestCare Wisconsin program.

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**RESOURCES / RECOMMENDATIONS / RESEARCH**

1. **Library Loud**. Communications and Marketing Consultant Eileen Force Cahill distributed a document listing outcomes from the first event launching Library Loud Days, and what's next for the awareness campaign. The event included a concert by New Age Narcissism and a street party at the Central Library. Over 1,000 patrons attended, 500 new contacts were made and more than 270 library cards were issued. The next Library Loud Days event is "Haunted Central," to be unveiled on Saturday, October 22 at sunset. An evening of spooky tales, scary scavenger hunts, lots of screams and a tour of the "Forbidden Fourth Floor" is being planned. The document is attached at the end of these minutes. Informational item.

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## CONSENT AGENDA

### 2. Regular Board Meeting Minutes July 26, 2016.

### 3. Administrative Reports.

- a. Personnel Actions
- b. Financial Report
- c. Library Director's Reports

After asking the Board if any items should be removed from the Consent Agenda presented as attachment A, page 3-22 of the agenda, President Gurda entertained a motion to approve. Trustee Hooper moved and Trustee Bria seconded a motion to approve the Consent Agenda. Motion passed.

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## REPORTS

4. Milwaukee County Federated Library System (MCFLS) Board. Trustee Kovac, Resource Library Representative, reported on the August 15 and September 19 MCFLS Board meetings. The MCFLS directors were given a presentation of the Hoopla product at the Library Directors Advisory Council meeting. Hoopla enables patrons to borrow ebooks, comic, music and movies. Libraries are able to set patron borrowing limits to lower costs. Titles can be borrowed by multiple patrons at once. The system is going to support it but members will contribute to the cost. Trustee Kovac further noted that the Board meetings were business as usual. Informational item.

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## OLD BUSINESS

5. Summer Reading Club. Youth and Community Outreach Services Manager Kelly Wochinske referred to the memo regarding Summer Reading Program results, dated September 12, 2016, attachment B, page 23 of the agenda. The comparison chart listing registration totals from 2008 through 2016 was reviewed. The Super Reader theme continues to gain recognition. The program's goal is to encourage children and teens to keep reading over the summer and develop a life-time love of reading. There is a slight increase in participation overall for 2016 (1.2%) and the staff will evaluate their efforts and look for ways to improve. The team continues to explore options to transition from summer reading to summer learning. Trustee Prince suggested that the statistics be analyzed to reflect registrar's zip codes and possibly link to data from the Milwaukee Public School system that may provide information for the library to target specific areas. Ms. Wochinske said that the ConnectEd Challenge will offer new opportunities for data sharing with Milwaukee Public Schools. Informational item.

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6. MPLX – Express Library Evaluation. Public Services Area Manager Dawn Lauber referred to the memo regarding MPL Express at Silver Spring – Key Components of Our Action Plan, dated September 16, 2016, attachment C, page 24 of the agenda. Ms. Lauber summarized the planned action steps in response to the report from Barbara Goldberg and Associates. The Trustees reviewed the material checkouts and patron statistics from October 2014 through August 2016. The collection has been refreshed, area partners have been re-engaged and library programs will be established to attract patrons. Informational item.

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7. **2017 Library Budget.** Assistant Director - Library Operation Jennifer Meyer distributed the Milwaukee Public Library Year 2017 Proposed Budget Overview, attached at the end of these minutes. Ms. Meyer said that Mayor Barrett introduced his 2017 proposed budget to the Common Council on September 26. The library's cost-to-continue services budget is increased by 2.2%, reflecting an increase in the materials budget by 5.9% and an increase of 14.6% to support computer equipment. Increases are offset by decreases in benefits, supplies and energy. Public service hours remain the same representing an increase from the Mayor's 2016 proposed budget. The capital funding for the branches is maintained. After a brief discussion, the Board suggested that library staff provide a document showing the trends of the materials budget as a percentage of the overall budget and the change in per capita. Informational item.

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#### **NEW BUSINESS**

8. **Loan of Wishes in the Wind.** Director Kiely referred to the memo dated May 17, 2011 regarding the Request to Accept Loan of Wishes in the Wind, attachment D, page 26-29 of the agenda. She informed the Board that the Pieper Foundation (owners of the Wishes in the Wind), has loaned the painting that hung in Main Street at the Central Library to the Museum of Wisconsin Art (MOWA). An exhibit titled David Lenz: People on the Periphery, will run from October 1, 2016-January 8, 2017 at MOWA. The painting will be returned after the exhibit closes. Informational item.

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9. **Google News.** Assistant Director of IT, Technical Services & Collections Judy Pinger referred to the document Milwaukee Journal-Sentinel Newspaper Archive Situation, attachment E, page 30 of the agenda. She summarized the issue surrounding the unexpected removal of the scanned copies from open access on the Internet. The list of facts, important to understanding the affects of the issue on MPL's patrons, and the impact on MPL's services was reviewed. On September 14, library staff met with the Vice President of National Accounts at NewsBank. A committee will be formed to determine action steps and work towards a resolution. Informational item.

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#### **STRATEGIC DISCUSSION**

10. **Impactful Library Programs.** President Gurda said the library is a critical community resource and opened up the discussion among the Trustees as to how the library can best address the root causes of desperation and violence that plague the neighbors in the city and assign priorities. Director Kiely said she compiled notes regarding recent violence and library services taken from the September MPL Administrator's and Manager's Meetings, listed as attachment F, page 31 of the agenda. Comments from the Trustees included:  
Expand hours as an opportunity to have a place within the neighborhood for youth to go.  
How proactive should MPL in reaching out to people who aren't necessarily interested in being served?  
Promote Wi-Fi, computers, come inside.  
Expand the awareness campaign to neighborhood events.  
Communicate with the district alderman where the unrest took place; the alderman may have ideas on how the MPL can play a role in the neighborhood recognizing MPL needs to stay true to its mission.

10. **Impactful Library Programs.** (continued)

With anything the library does attempting to reach a specific population look at not only the products and services your offering but also the way in which you market the services to the specific audience that you are trying to reach.

It might be beneficial to have an intentional and specific conversation with the community group that works with the young people in Sherman Park, on a voluntary basis, and determine what would be within the purview of MPL to provide.

Develop staff that are trained in youth development, mentoring, coaching.

Continue dialogue with partners in the community.

Address poverty, unemployment and lack of education – partner with MATC with formal tutors at libraries to attain a GED focusing on 18-30 year olds.

Convene Milwaukee Police Department & Community with MPL hosting.

MPL outreach to youth programs – school organized sporting events or family activities.

Provide educational programs focusing on the essential skills to prepare to be lifelong learners, responsible and productive citizens.

Greater Milwaukee Foundation offers mini grants.

Peer mentors – people may want to help with volunteer hours.

The Trustees were in agreement that the library should listen to the community partners and find out how the library can support their efforts within our vision and mission and what we have been successful in doing.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of September 27, 2016 was adjourned at 6:15 p.m.

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Milwaukee's public libraries are amazing places. They have a litany of ways to explore whatever a visitor may be interested in: from movies to using to e-books and e-magazines to all kinds of online sources. The two million-plus books on the shelves only scratch the surface. And to help guide patrons, we have knowledgeable, talented and engaging staff people ready to assist.

The problem is, not everyone knows the full extent of the resources offered at the Milwaukee Public Library. We want to change that. On July 28<sup>th</sup>, we launched **Library Loud Days**, a campaign to raise awareness and challenge people's perception of the library with a **concert by New Age Narcissism and street party at Central Library**.

#### **Outcomes**

- Over 1,000 attendees, including many from our target zip codes: 53204, 53206, 53209, 53210, 53212, 53233
- Nearly 50 million media impressions through 19 earned placements – tv, radio, print and online
- More than 500 new contacts for the library and foundation (through raffle entries)
- A 60% increase in visitors to the mpl.org website from last July, including 16,000 who came in through the Library Loud Days site
- Thousands of new social media engagements: 50 new Twitter followers; 500 new Facebook "likes"
- More than 270 library cards were issued during the event
- 99.97% of attendees learned something new about the library:
  - "I can download 5 free songs per week"
  - "I learned this is the main library - there are 12 satellite (sic) libraries. I did not learn how to spell satellite"
  - "It can be a fun place!"
  - "It has a green roof!"
  - "It isn't always silent"
  - "Librarians like to party!"

#### **What's Next?**

Our next Library Loud Days event is Haunted Central. For two days, starting Saturday, October 22 at sundown (5:57 pm) at the Central branch, we're turning the library into one giant haunted house for all ages. There will be "haunted-themed" activities throughout. And, of course, the main attraction, the truly haunted part, is an actual part of the library no one ever sets foot in. And for good reason. We call it, the Forbidden Fourth Floor. Enter, if you dare.

# Milwaukee Public Library

## Year 2017 Proposed Budget Overview

| Operating Budget                  | 2016<br>Adopted<br>Budget | 2017<br>Proposed<br>Budget | Change from<br>2016 to 2017 | % Change    |                    |
|-----------------------------------|---------------------------|----------------------------|-----------------------------|-------------|--------------------|
| Salaries and Wages                | \$ 12,577,933             | \$ 12,731,816              | \$ 153,883 ▲                | 1.2%        | Pay Progression    |
| Fringe Benefits                   | \$ 6,037,408              | \$ 5,729,318               | \$ (308,090) ▼              | -5.1%       | Vacancies & Rate   |
| Supplies and Materials            | \$ 428,026                | \$ 410,587                 | \$ (17,439) ▼               | -4.1%       | Efficiencies       |
| Rental and Services               | \$ 1,643,372              | \$ 1,710,698               | \$ 67,326 ▲                 | 4.1%        | Contract Increases |
| Energy                            | \$ 817,100                | \$ 809,700                 | \$ (7,400) ▼                | -1.0%       | Rates              |
| Equipment                         | \$ 356,613                | \$ 408,419                 | \$ 51,806 ▲                 | 14.6%       | Computer Equipment |
| Books and Materials               | \$ 1,653,774              | \$ 1,751,774               | \$ 98,000 ▲                 | 5.9%        | Requested          |
| Special Funds - Branch Leases     | \$ 13,182                 | \$ 49,182                  | \$ 36,000 ▲                 | 273.1%      | Mitchell St. Lease |
| <b>Total</b>                      | <b>\$ 23,527,408</b>      | <b>\$ 23,601,494</b>       | <b>\$ 74,086 ▲</b>          | <b>0.3%</b> |                    |
| <b>Total Less Fringe Benefits</b> | <b>\$ 17,490,000</b>      | <b>\$ 17,872,176</b>       | <b>\$ 382,176 ▲</b>         | <b>2.2%</b> |                    |

### Summary

**The Milwaukee Public Library is 3.7% of the total City of Milwaukee Budget**

- BIG Picture:** 2017 Proposed City Budget is \$1.2 Billion, down 1% from 2016. Tax Levy is up 2.75% due to decreases in State Aids.
- 2017 MPL City Supported Budget:** Total increase of 2.2%. Materials Budget increased 5.9%; Technology and Equipment increased 14.6%
- Key Priorities:** 2016 increases to MPL hours are maintained. Public Services Team is reviewing priorities for programming in 2017.
- Capital Budget:** Capital Funding for the MPL Branch Libraries is maintained. Capital Funding support for general facility upgrades reduced by \$2.7 million





**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

September 28, 2016

To: Finance & Personnel Committee of the  
Milwaukee Public Library Board of Trustees:  
Chair Joe'Mar Hooper, JoAnne Anton, Milele Coggs, Joan Prince  
*all trustees are welcome to attend*  
MPL: Bill Lenski, Jennifer Meyer  
US Bank: Richard Romero, Wayne Sattler

Fm: Paula A. Kiely, Library Director

Re: Finance & Personnel Committee Meeting  
Wednesday October 5, 2016, 4:00 p.m.-5:00 p.m.  
Central Library Meeting Room 1, 814 W. Wisconsin Avenue

**MEETING NOTICE AND AGENDA**

1. **Quarterly Review of Fund Investments.** Mr. Richard Romero and Mr. Wayne Sattler of US Bank will review the performance of the Trust Fund investments.
2. **MPL Trust Fund Investment Policy.** The committee will discuss the MPL Trust Fund Investment Policy as it relates to financial and investment objectives and asset allocation guidelines.
3. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.** Assistant Director of Library Operations Jennifer Meyer will report on internal accounting management.  
Attachment A, page 2
4. **2017 MPL Trust Fund Expenditures.** Approval will be requested to expend funds from the Trust Fund for materials, staff training, programming, marketing and contingency in 2017.  
Attachment B, page 5

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**ATTACHMENT A-P. 7 of 25**  
**MPL CONSENT AGENDA**  
**4.Finance & Personnel 10/05/16**



# MEMORANDUM

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**Date:** September 29, 2016

**To:** Paula A. Kiely, Library Director

**From:** Jennifer Meyer, Assistant Director Library Operations

**Re:** Internal Controls – Third Period 2016

I have confirmed that in June, July and August 2016 Library staff followed Trust Fund internal control procedures. I am pleased to report that there were no issues with the operations of the Library Gift and Trust Fund during this period.

The Accounting Assistant received all checks and prepared cash receipts for each one. I reviewed and retained a copy of each cash receipt.

The Accounting Manager prepared checks and Fund Payment Requests for signature based on the Board's Check Signature Policy and posted all transactions to QuickBooks.

I received the June - August bank statements, reviewed canceled checks and prepared the monthly bank reconciliations for this period.

**MPL Trust and Gift Funds**  
**Balance Sheet**  
 As of August 31, 2016

|  | Aug 31, 16   |
|--|--------------|
| <b>ASSETS</b>                          |              |
| <b>Current Assets</b>                  |              |
| <b>Checking/Savings</b>                |              |
| Cert. of Deposit/Comm. Paper           | 298,000.00   |
| Checking - US Bank                     | 23,293.23    |
| Common Stock                           | 850.00       |
| Trust & Custody - US Bank              | 3,479,505.79 |
| <b>Total Checking/Savings</b>          | 3,801,649.02 |
| <b>Total Current Assets</b>            | 3,801,649.02 |
| <b>TOTAL ASSETS</b>                    | 3,801,649.02 |
| <b>LIABILITIES &amp; EQUITY</b>        |              |
| <b>Liabilities</b>                     |              |
| <b>Current Liabilities</b>             |              |
| Other Current Liabilities              |              |
| Accounts Payable                       | 1,067.26     |
| <b>Total Other Current Liabilities</b> | 1,067.26     |
| <b>Total Current Liabilities</b>       | 1,067.26     |
| <b>Total Liabilities</b>               | 1,067.26     |
| <b>Equity</b>                          |              |
| <b>Assigned - Gift</b>                 |              |
| Architectural Archives                 | 11,004.64    |
| Bookfellows of Milwaukee               | 5,505.54     |
| Children's Programming                 | -209.41      |
| General Library Development            | 116,980.64   |
| Great Lakes Marine                     | 16,984.84    |
| Interlibrary Loan                      | 121.91       |
| Little Memorial, Clara                 | 1,265.44     |
| Milwaukee Photo Collection             | 21,260.66    |
| Railroad Drawings                      | 7,416.61     |
| Young Adult Programming                | -363.30      |
| <b>Total Assigned - Gift</b>           | 179,967.57   |
| <b>Restricted - Trust/Gift</b>         |              |
| Goldstein                              | 2,165.03     |
| Hunkel                                 | 57,758.73    |
| Strehlow                               | 64,324.65    |
| Talking Book & Braille Library         | 154,165.82   |
| <b>Total Restricted - Trust/Gift</b>   | 278,414.23   |
| <b>Unassigned - Trust Fund</b>         | 3,193,049.65 |
| <b>Net Income</b>                      | 149,150.31   |
| <b>Total Equity</b>                    | 3,800,581.76 |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  | 3,801,649.02 |

**MPLTrust and Gift Funds**  
**Revenues and Expenditures - Total All Funds**  
**January through August 2016**

|                                | <u>Jan - Aug 16</u>      |
|--------------------------------|--------------------------|
| <b>Ordinary Income/Expense</b> |                          |
| <b>Income</b>                  |                          |
| Facilities Rental              | 6,550.00                 |
| Gifts                          | 24,220.00                |
| Investment Income              |                          |
| Gains and Losses               | 160,451.40               |
| Interest and Dividends         | 37,623.60                |
| <b>Total Investment Income</b> | <u>198,075.00</u>        |
| Other Income                   | 29,920.57                |
| Sale of Materials              | 4,417.38                 |
| User Fees                      | 55.00                    |
| <b>Total Income</b>            | <u>263,237.95</u>        |
| <b>Expense</b>                 |                          |
| Equipment Purchases            | 12,024.99                |
| Events                         | 1,709.34                 |
| Honorarium                     | 10,305.00                |
| Memberships                    | 2,044.50                 |
| Mileage                        | 2,593.45                 |
| Miscellaneous Expenses         | 2,473.32                 |
| Outside Services               | 44,298.88                |
| Photo Reproductions            | 842.49                   |
| Professional Fees              | 17,390.77                |
| Sales Tax                      | -55.10                   |
| Supplies                       | 17,227.64                |
| Training                       | 3,232.36                 |
| <b>Total Expense</b>           | <u>114,087.64</u>        |
| <b>Net Ordinary Income</b>     | <u>149,150.31</u>        |
| <b>Net Income</b>              | <u><u>149,150.31</u></u> |



**MILWAUKEE**  
**PUBLIC LIBRARY**

September 26, 2016

To: Milwaukee Public Library Board Finance & Personnel Committee  
Fr: Paula A. Kiely, Library Director  
Re: 2017 Trust Fund and Gift Fund Expenditure Request

Approval is requested to expend up to \$131,122 from the Milwaukee Public Library Trust and Gift Funds for operational support during 2017.

TRUST FUND

|                  |   |
|------------------|---|
| \$119,122        | Unrestricted – staff training, public program support, marketing and promotion, and collection materials. (Based on 4% of the average unrestricted fund value of the last 12 quarters.) |
| \$ 12,000        | Restricted – \$12,000 from Hunkle Fund supports books or equipment pertaining to art, travel, literature, or music.   |
| <u>\$131,122</u> | Total Trust Fund Expenditure Request  |

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
FINANCE & PERSONNEL COMMITTEE  
MINUTES  
Wednesday October 6, 2016  
Central Library Meeting Room 1  
814 W. Wisconsin Avenue**

**PRESENT:** JoAnne Anton, Joe'Mar Hooper, Joan Prince, Paula Kiely

**EXCUSED:** Ald. Milele Cogs

**STAFF**

**PRESENT:** Bill Lenski, Jennifer Meyer, Crystal Sura

**OTHERS** Richard Romero, U.S. Bank

**PRESENT:** Wayne Sattler, U.S. Bank

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Chair Joe'Mar Hooper called the meeting of the Board of Trustees Finance & Personnel Committee to order at 4:05 p.m. on Wednesday October 6, 2016 with a quorum present.

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1. **Quarterly Review of Fund Investments.** The Board received the U.S. Bank Institutional Trust and Custody quarterly report for MPL dated October 5, 2016 prior to the committee meeting. U.S. Bank Senior Portfolio Manager Wayne Sattler provided a market overview. The investment performance of the trust fund for the period ending August 31, 2016 was reviewed. The portfolio overview asset allocation was summarized. The committee accepted the report. Informational item.

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2. **MPL Trust Fund Investment Policy.** The committee reviewed the current Board of Trustees MPL Trust Fund Investment Policy. Mr. Sattler stated that the U.S. Bank is working with the Board as a fiduciary and is required to have the library's best interest in mind regarding investment activity. The library's policy should indicate priorities within the objective. The Board should identify its investment risk tolerance and the funds will be managed accordingly. He recommends allocating 65% equities, 35% fixed income, allowing plus or minus 5% in either category. He noted that asset allocations can be specific. Mr. Sattler distributed an Asset Allocation – Risk and Reward document charting one year returns from 1950-2015, which may be used as a tool to determine the library's comfort level of allocations. Discussion ensued. Library administration will draft a revised Investment Policy with consideration to the Trustees comments. Informational item.

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3. **Quarterly Report of the Internal Control of the MPL Trust and Gift Funds.** Assistant Library Director Jennifer Meyer referred to the memo regarding Internal Controls – Third Period 2016, attachment A, page 2 of the agenda. She reported to the committee that all reconciliations and statements have been reviewed and approved monthly and have been found to be in good order. The MPL Trust and Gift Funds Balance Sheet and the MPL Trust and Gift Funds Revenues and Expenditures through January through August were reviewed. Informational item.

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4. **2017 MPL Trust Fund Expenditures.** Director Kiely referred to the memo dated September 26, 2016, regarding the 2017 Trust Fund and Gift Fund Expenditure Request, attachment B, page 5 of the agenda. Library administration is requesting approval to expend \$119,122 of unrestricted funds from the MPL Trust Fund to be used for staff training, public program support, marketing and promotion, and collection materials, and \$12,000 of restricted funds, for a total request of \$131,122. The restricted funds will be spent as the donor specified. Trustee Anton moved and Trustee Prince seconded a motion to approve the recommendation made by library administration to expend \$131,122 from the MPL Trust Fund for operational support during 2017. A detailed report on how the funds were allocated is presented to the committee annually in January. Motion passed.
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The meeting of the Library Board's Finance & Personnel Committee was adjourned at 5:10 p.m. on Wednesday October 5, 2016.

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MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: SEPTEMBER 11, 2016 THROUGH OCTOBER 8, 2016 \*

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

|  |          |
|--|----------|
| Michelle Demos - Library Technology Specialist - Technical Services / Automation | 09/12/16 |
| Christin Johnstone-Buer - Library Circulation Assistant I - Zablocki             | 09/12/16 |
| James Mallett - Custodial Worker II - CL - Facilities & Fleet                    | 09/12/16 |
| Sonya Williams - Library Circulation Assistant I - Circulation                   | 09/12/16 |
| Joel Cervantes - Library Circulation Assistant I (1/2) - Circulation             | 09/26/16 |
| Kaitlin McKillip - Library Circulation Assistant I (1/2) - EOS                   | 09/26/16 |
| Daniel Roubik - Library Circulation Assistant I - East                           | 09/26/16 |
| Promise Milton - Library Circulation Assistant I (LPT) - Martin Luther King      | 10/03/16 |
| Monica Putnam - Library Circulation Assistant I - Circulation                    | 10/03/16 |

TEMPORARY APPOINTMENT

|   |          |
|---|----------|
| Patricia DeFrain - Librarian III - Extension Services | 09/17/16 |
|---|----------|

EXPIRATION OF TEMPORARY APPOINTMENT / RESTORE TITLE

|  |          |
|--|----------|
| Zarina Mohd Shah - Library Branch Manager (Temporary) - Atkinson<br>To: Librarian III - Atkinson | 07/03/16 |
|--|----------|

PROMOTION

|  |          |
|--|----------|
| Zarina Mohd Shah - Librarian III - Atkinson<br>To: Library Branch Manager - Atkinson | 07/03/16 |
|--|----------|

PROMOTION / TRANSFER

|   |          |
|---|----------|
| Paul Wellington - Library Circulation Assistant I - Capitol<br>To: Branch Library Services Assistant - East | 09/25/16 |
|---|----------|

TRANSFER FROM ANOTHER CITY DEPARTMENT / VOLUNTARY DEMOTION

|  |          |
|--|----------|
| Matthew Pacyna - Customer Service Representative III - Department of Public Works<br>To: Library Circulation Assistant I - Circulation | 09/11/16 |
|--|----------|

TRANSFER TO ANOTHER CITY DEPARTMENT

|   |          |
|---|----------|
| Maly Vang - Library Technician II - Technical Services / CCDM<br>To: Office Assistant III - Board of Zoning Appeals | 09/24/16 |
|---|----------|

LEAVE OF ABSENCE 24.0 OR MORE HOURS

|   |          |
|---|----------|
| Nicole Yarbrough - Library Technician II - Technical Services - 79.8 hours        | 09/12/16 |
| Rebecca Stelmachowski - Library Circulation Assistant I - Tippecanoe - 24.0 hours | 09/21/16 |
| Rebecca Stelmachowski - Library Circulation Assistant I - Tippecanoe - 56.0 hours | 09/26/16 |
| Nicole Yarbrough - Library Technician II - Technical Services - 80.0 hours        | 09/26/16 |
| Corey Megal - Network Manager - Technical Services / Automation - 51.5 hours      | 09/28/16 |
| Ashley Emmons - Audio Machine Technician - WTBBL - 24.1 hours                     | 10/03/16 |



RETURN FROM LEAVE OF ABSENCE

Manuel Cockroft - Custodial Worker II - CL - Facilities & Fleet 09/12/16

EXPIRATION OF TEMPORARY APPOINTMENT

Kathi Gardner - Library Circulation Assistant I - Extension Services 08/30/16

Acklen Banks - Librarian III - Extension Services 09/18/16

Patricia DeFrain - Librarian III - Extension Services 09/18/16

RESIGNATION

Ashante Yates - Library Circulation Aide - Circulation 09/11/16

TERMINATION WITHIN PROBATION

Gerard Arns - Custodial Worker II - CL - Mill Road 10/01/16

RETIREMENT

Clemens Augustynowicz - Facilities Control Specialist - Facilities and Fleet 09/11/16  
MPL Service Credit: 15 years 7 days

Manuel Cockroft - Custodial Worker II - CL - Facilities & Fleet 09/15/16  
MPL Service Credit: 19 years 7 months 15 days

Debra Garay - Library Technician II - Technical Services / Acquisitions & Serials 09/24/16  
MPL Service Credit: 25 years 4 months 3 days

\* Includes personnel actions, recently approved by the Department of Employee Relations, that are retroactive to previous dates

MILWAUKEE PUBLIC LIBRARY  
FINANCIAL REPORT  
September 30, 2016

2016

REVENUES

|                                 | Budget              | Received to date    | % Received   |
|---------------------------------|---------------------|---------------------|--------------|
| Additional City Appropriation   | \$22,613,655        | \$16,089,720        | 71.2%        |
| Fines                           | \$280,000           | \$185,999           | 66.4%        |
| Lost Materials, etc.            | \$120,000           | \$79,066            | 65.9%        |
| MCFLS Contracts                 | \$720,000           | \$368,259           | 51.1%        |
| <b>Total City Appropriation</b> | <b>\$23,733,655</b> | <b>\$16,723,044</b> | <b>70.5%</b> |

EXPENSES

City

|  | Budget              | Spent to date       | % Spent      |
|--|---------------------|---------------------|--------------|
| Salaries                               | \$12,577,933        | \$9,299,280         | 73.9%        |
| Fringe Benefits                        | \$6,037,408         | \$4,059,493         | 67.2%        |
| <b>Operating Expenses</b>              |                     |                     |              |
| <i>General Office Expense</i>          | \$158,000           | \$80,943            | 51.2%        |
| <i>Tools &amp; Machinery Parts</i>     | \$31,000            | \$20,665            | 66.7%        |
| <i>Construction Supplies</i>           | \$38,000            | \$33,241            | 87.5%        |
| <i>Energy</i>                          | \$817,100           | \$454,747           | 55.7%        |
| <i>Other Operating Supplies</i>        | \$209,465           | \$110,388           | 52.7%        |
| <i>Vehicle Rental</i>                  | \$8,300             | \$3,823             | 46.1%        |
| <i>Non-Vehicle Equipment Rental</i>    | \$32,700            | \$18,210            | 55.7%        |
| <i>Professional Services</i>           | \$70,000            | \$83,820            | 119.7%       |
| <i>Information Technology Services</i> | \$364,548           | \$341,570           | 93.7%        |
| <i>Property Services</i>               | \$984,363           | \$607,225           | 61.7%        |
| <i>Infrastructure Services</i>         | \$28,000            | \$18,320            | 65.4%        |
| <i>Vehicle Repair Services</i>         | \$1,500             | \$0                 | 0.0%         |
| <i>Other Operating Services</i>        | \$152,857           | \$133,097           | 87.1%        |
| <i>Reimburse Other Departments</i>     | \$79,900            | \$60,008            | 75.1%        |
| <b>Total</b>                           | <b>\$2,975,733</b>  | <b>\$1,966,057</b>  | <b>66.1%</b> |
| <b>Equipment</b>                       |                     |                     |              |
| <i>Library Materials</i>               | \$1,653,774         | \$1,156,171         | 69.9%        |
| <i>Computers, etc.</i>                 | \$418,707           | \$203,649           | 48.6%        |
| <i>Other</i>                           | \$70,100            | \$38,394            | 54.8%        |
| <b>Total</b>                           | <b>\$2,142,581</b>  | <b>\$1,398,214</b>  | <b>65.3%</b> |
| <b>Total City Expenses</b>             | <b>\$23,733,655</b> | <b>\$16,723,044</b> | <b>70.5%</b> |

2015

|              | Budget              | Received to date    | % Received   |
|--------------|---------------------|---------------------|--------------|
|              | \$21,014,429        | \$15,525,987        | 73.9%        |
|              | \$350,000           | \$198,182           | 56.6%        |
|              | \$125,000           | \$104,142           | 83.3%        |
|              | \$713,000           | \$359,102           | 50.4%        |
| <b>Total</b> | <b>\$22,202,429</b> | <b>\$16,187,413</b> | <b>72.9%</b> |

|              | Budget              | Spent to date       | % Spent      |
|--------------|---------------------|---------------------|--------------|
|              | \$11,938,460        | \$9,146,019         | 76.6%        |
|              | \$5,372,306         | \$3,764,469         | 70.1%        |
|              | \$158,000           | \$65,771            | 41.6%        |
|              | \$31,000            | \$21,717            | 70.1%        |
|              | \$37,400            | \$35,516            | 95.0%        |
|              | \$759,551           | \$468,298           | 61.7%        |
|              | \$245,224           | \$127,322           | 51.9%        |
|              | \$8,300             | \$7,108             | 85.6%        |
|              | \$32,700            | \$17,293            | 52.9%        |
|              | \$74,000            | \$69,198            | 93.5%        |
|              | \$319,748           | \$266,855           | 83.5%        |
|              | \$958,285           | \$663,212           | 69.2%        |
|              | \$26,000            | \$33,086            | 127.3%       |
|              | \$500               | \$311               | 62.2%        |
|              | \$117,600           | \$92,267            | 78.5%        |
|              | \$76,900            | \$12,107            | 15.7%        |
| <b>Total</b> | <b>\$2,845,208</b>  | <b>\$1,880,061</b>  | <b>66.1%</b> |
|              | \$1,553,652         | \$1,153,383         | 74.2%        |
|              | \$427,898           | \$204,046           | 47.7%        |
|              | \$64,905            | \$39,435            | 60.8%        |
| <b>Total</b> | <b>\$2,046,455</b>  | <b>\$1,396,864</b>  | <b>68.3%</b> |
| <b>Total</b> | <b>\$22,202,429</b> | <b>\$16,187,413</b> | <b>72.9%</b> |

MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 September 30, 2016

2016

2015

**ADDITIONAL FUNDING SOURCES**

|                             | Budget   | Spent to date | % Spent |
|-----------------------------|----------|---------------|---------|
| <b>Other Dept. Appr.</b>    |          |               |         |
| <i>Villard Square Lease</i> | \$13,182 | \$13,182      | 100.0%  |

|  | Budget   | Spent to date | % Spent |
|--|----------|---------------|---------|
|  | \$13,182 | \$13,182      | 0.0%    |

**Contract Grants**

|                               |                    |                  |              |
|-------------------------------|--------------------|------------------|--------------|
| <i>Teacher in the Library</i> | \$100,000          | \$62,856         | 62.9%        |
| <i>WTBBL</i>                  | \$968,700          | \$239,132        | 24.7%        |
| <i>ILS</i>                    | \$96,297           | \$19,735         | 20.5%        |
| <b>Total</b>                  | <b>\$1,164,997</b> | <b>\$321,723</b> | <b>27.6%</b> |

|  |                    |                  |              |
|--|--------------------|------------------|--------------|
|  | \$100,000          | \$60,986         | 61.0%        |
|  | \$968,700          | \$254,727        | 26.3%        |
|  | \$96,849           | \$20,014         | 20.7%        |
|  | <b>\$1,165,549</b> | <b>\$335,727</b> | <b>28.8%</b> |

**Trust Fund**

|                    |                  |                 |              |
|--------------------|------------------|-----------------|--------------|
| <i>Materials</i>   | \$55,321         | \$53,603        | 96.9%        |
| <i>Programming</i> | \$73,278         | \$16,254        | 22.2%        |
| <i>Training</i>    | \$9,200          | \$7,816         | 85.0%        |
| <i>Marketing</i>   | \$15,000         | \$10,796        | 72.0%        |
| <i>Contingency</i> | \$1,600          | \$316           | 19.8%        |
| <b>Total</b>       | <b>\$154,399</b> | <b>\$88,785</b> | <b>57.5%</b> |

|  |                  |                 |              |
|--|------------------|-----------------|--------------|
|  | \$59,468         | \$51,244        | 86.2%        |
|  | \$74,250         | \$12,350        | 16.6%        |
|  | \$7,200          | \$6,923         | 96.2%        |
|  | \$12,000         | \$7,565         | 63.0%        |
|  | \$1,500          | \$1,157         | 77.1%        |
|  | <b>\$154,418</b> | <b>\$79,239</b> | <b>51.3%</b> |

**Foundation Funds**

|                         | Balance          | Spent to date    | % Spent      |
|-------------------------|------------------|------------------|--------------|
| <i>Materials</i>        | \$290,306        | \$111,592        | 38.4%        |
| <i>Other Activities</i> | \$41,314         | \$33,029         | 79.9%        |
| <i>Programming</i>      | \$619,192        | \$508,751        | 82.2%        |
| <b>Total</b>            | <b>\$950,812</b> | <b>\$653,372</b> | <b>68.7%</b> |

|  | Balance          | Spent to date    | % Spent      |
|--|------------------|------------------|--------------|
|  | \$338,662        | \$202,994        | 59.9%        |
|  | \$50,500         | \$33,786         | 66.9%        |
|  | \$605,260        | \$422,344        | 69.8%        |
|  | <b>\$994,422</b> | <b>\$659,124</b> | <b>66.3%</b> |

**Investments**

U.S. Bank National Assoc. Commercial Paper #362100812 (rated A1+) dated 09/02/16 and maturing 10/03/16 at a rate of 0.20%.....\$277,000.

**Director's Report**  
**September / October 2016**

The 2017 Budget process proceeded with our attendance at the Mayor's and Common Council's Joint Public Hearing, the first of several planned meetings with individual Council members, and the Library's Hearing before the Finance and Personnel Committee. There was no public comment about the library's budget during the joint hearing and thus far, there is no indication of amendments being planned to the Mayor's Proposed Budget for the Library. Budget amendments are due Friday, October 21 and will be heard on Budget Amendment Day, Friday, October 28. Budget Adoption Day is Friday, November 4.

Planning continued for the second Library Loud event, Haunted Library, which will be held on Saturday, October 22 and Sunday, October 23. A library-wide event designed to attract new audiences to the library and to alter the image of the library as "old-fashioned," over 1,000 are expected to attend over the 2-day event. A full report will be made at the November Board meeting.

The Library Foundation's annual Benjamin Franklin Celebration took advantage of the Haunted Library theme for their event on October 13. The Milwaukee Bucks were honored for their decades-long commitment to literacy, with President Peter Feigin accepting the award on their behalf. Nearly 400 people attended the event.

I attended a press conference with Mayor Barrett, Election Commissioner Neil Albrecht, and other partners to promote voter registration and early voting. Eligible voters may register at any Milwaukee Public Library and the Forest Home branch library will serve as one of several early voting sites. This is the first time MPL has played a role in early voting.

At the invitation of the Mexican Consul Julian Adem, I attended a meeting at the new Consulate in Milwaukee to discuss the role of the Consulate and the work of the Library. Several areas of possible collaboration were discussed and will be developed. Ms. Nancy Hernandez, president of the Milwaukee Public Library Foundation facilitated introductions, which led to the meeting.

The City's Combined Giving Campaign concluded at 3-1/2 weeks of special events and pledging within all city departments. As this year's Campaign Chair, I am grateful for the assistance of Crystal Sura and Panola Hall from my office who kept the process moving forward and to the many individuals who helped throughout the many months of planning. This is truly a citywide effort and all of us are looking forward to the results.

**Exhibits**

Interfaith Older Adult Programs Lifetime Art Competition. From August 20-September 10 Central Library hosted the Interfaith Older Adult Programs Lifetime Art Competition. The Lifetime Art Competition Exhibit showcased 25 pieces of art by adults aged fifty and over living in the Milwaukee, Ozaukee, Waukesha, Washington and Racine County. It began as a program of Art Reach Milwaukee and is currently celebrating its 29th year. The Competition is supported by Helen Daniels Bader Fund, The Greater Milwaukee Foundation's Mary L. Nohl Fund, and The Evan and Marion Helfaer Foundation.

Milwaukee Art Museum Gallery at MPL. A new exhibit of works from the Milwaukee Art Museum with the theme “Wisconsin Woman Artists” was installed at Central Library. A private reception for friends and donors was held on the evening of September 15, and the general public on Saturday September 17. Librarian Paula Nameth (Arts and Media) was the project manager. Ms. Nameth and her project team plan to schedule new exhibits every two years.

## **Events**

Author Visit. On September 22, Milwaukee Public Library hosted the kick-off tour of Sara Goldrick-Rab’s new book *Paying the Price: College Costs, Financial Aid and the Betrayal of the American Dream* in the Centennial Hall auditorium. *Paying the Price* tells the stories of Wisconsin college students as they struggle to complete degrees while navigating an antiquated and ineffective financial aid system. Goldrick-Rab’s research shows an often hidden dimension of financial difficulties, including food scarcity and family financial dependence. At the event the author announced the start of an emergency financial aid fund available to students at Milwaukee Area Technical College for the 2017 school year. Boswell Book Store co-sponsored the event. Total attendance of 89.

## **Outreach**

South African Students. MPL has hosted several visits from students in the Department of Information Science program at the University of Pretoria, South Africa thanks to a multi-year grant. These visits have been coordinated by UW-Milwaukee. This year’s group had a rare books talk, tours of the green roof, Wisconsin Talking Books and Braille Library and Central Library. Twenty four students and staff were in attendance. This visit was recorded for use by future students at the University of Pretoria.

Doors Open Milwaukee. Central Library again participated in Historic Milwaukee’s Doors Open Milwaukee event on September 17. Thanks to the efforts of many MPL staff members, tours were offered of tier, dome, green roof, and 4th floor. Thanks to volunteers, patrons also had access to the old board room, rare books room, and the Chinese room. During Doors Open, an original piece of music was composed for the library by Adam Cole for Access Contemporary Music and performed in the rotunda. In support of the Wisconsin Historical Records Advisory Board’s Open Archives initiative, a display of materials from MPL’s many archival collections was created and tours of MPL’s archives spaces were given to 75 attendees. Arts and Humanities Coordinator Kirsten Thompson coordinated the library’s participation.

Special Voter Registration Day. In collaboration with the Milwaukee Election Commission, branches and Central hosted volunteers from the League of Women Voters on Tuesday, September 27, who helped over 250 patrons register or learn about registration. Forest Home is serving as one of three early voting locations from October 10 – November 5 along with the Zeidler Municipal Building and Midtown Center. The Election Commission is estimating that 5,000 voters may visit Forest Home during this time to complete the early voting process.

## **Programs**

Adult Summer Reading Wrap Up, MPL Book Bingo 2016. This summer Milwaukee Public Library continued the adult summer reading program newly titled, MPL Book Bingo. All thirteen locations throughout the city offered the MPL Book Bingo for adults, available in both English and Spanish. MPL Book Bingo program supports our adult Milwaukeeans in their recreational reading habits, encourages visits to the local library, and challenges participants to expand their reading interests. Participants were given a bingo card with various categories (e.g. read a book by a Wisconsin author, attend a library program, read an e-book or audiobook using Overdrive) and asked to make bingo in order to enter into a drawing for prizes. Prizes offered included Outpost, Colectivo, Half Price Books and Beans and Barley gift cards, CityTins, Milwaukee Public Library Friends tote bags, memberships and copies of *The Public Library* hardcover books. Between June 1-August 31 there were 117 participants in the program.

Sister Carrie Book Club with The Florentine Opera. Milwaukee Public Library partnered with The Florentine Opera for a book club centered on Theodore Dreiser's novel *Sister Carrie* in anticipation of the Florentine's upcoming world premiere of the opera based on the novel. Five club meetings from August 15-September 19 were held in Central Library's Krug Rare Books Room. Each club meeting discussed a new aspect of the novel, and included exclusive previews of company video clips, songs, and more. Book discussions were co-led by Florentine Opera and Milwaukee Public Library staff. Attendance across five sessions totaled 27.

Ballet Folklorico at Central Library. In celebration of Hispanic Heritage Month, Central Library hosted Escamilla Entertainment dance company for a performance of Ballet Folklorico on September 24. Ballet Folklorico showcases the many traditional dance forms originating from current day Mexico. The performance began with dances from the Aztec people and was followed by regional dances of Veracruz and Jalisco. Performers invited children up to the front to learn the steps to the Jarabe Tapatío, or Mexican Hat-Dance. The performance was a hit with patrons and staff alike. Total attendance was 97.

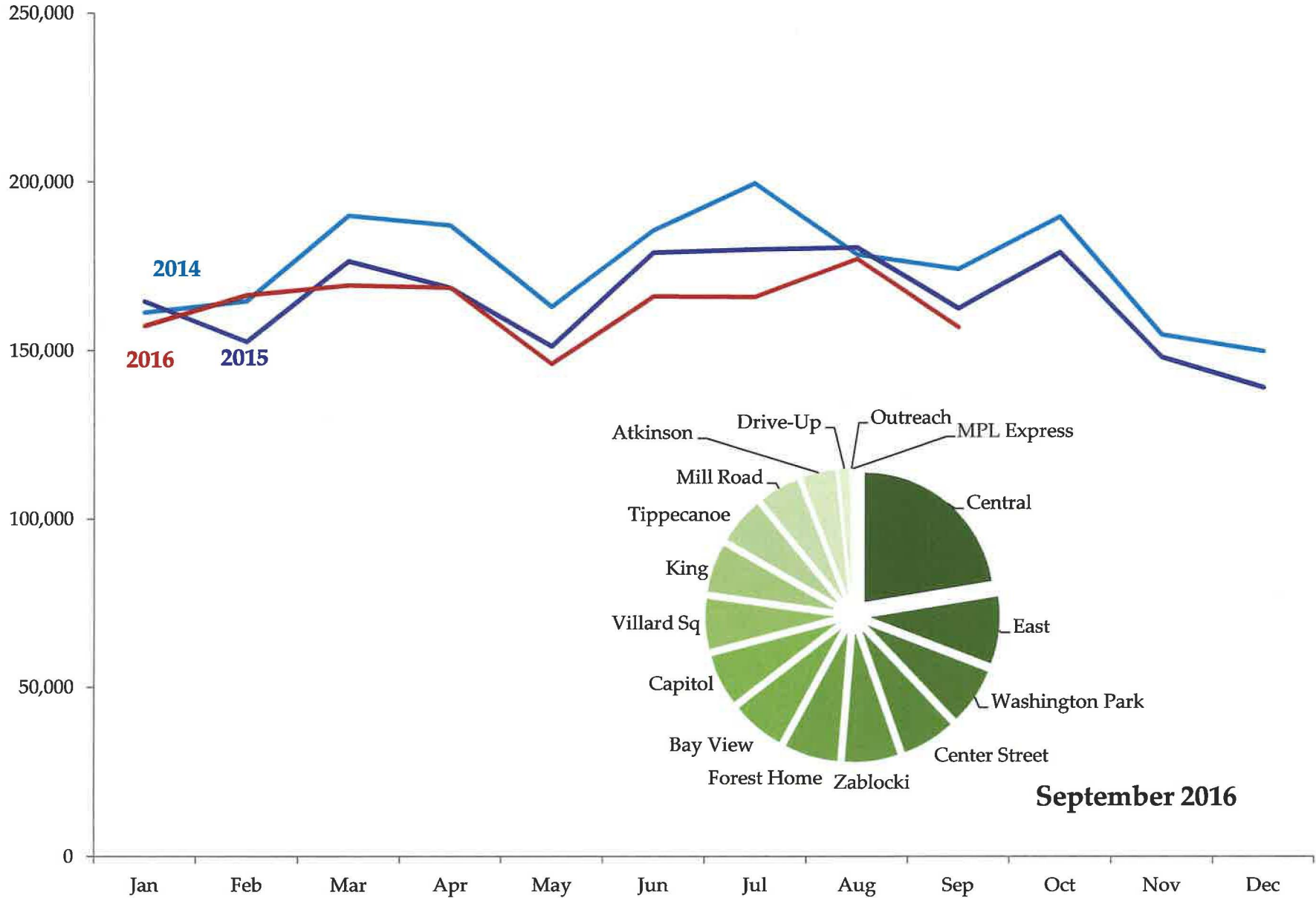
Adverse Childhood Experiences (A.C.E.) with Mental Illness Stigma Reduction/Recovery Coalition. On September 12, Milwaukee Public Library welcomed Mr. Michael Joranger, ACE Interface trainer from SaintA's for a joint public program/staff development opportunity on Adverse Childhood Experiences, or ACEs. ACEs are a variety of risk factors such as abuse, neglect, and abandonment that contribute to immediate and long term mental and physical health. Mr. Joranger provided an overview, to an audience of seventeen, of the ACE connection to brain development and its impact on public health issues.

Back to School Math Blast. In partnership with Centro Hispano and the UWM School of Early Childhood Education, Zablocki Library hosted a on Saturday, September 24. Families of children attending six Head Start facilities were invited to the library for a day of fun and learning. Over 100 people attended the five hour event that featured stations set up around the library. At these stations children and parents could discover a wide range of library resources, including attending story times, using computers, registering for library cards, and checking out books. After visiting each station, children were rewarded with a free book.

Hispanic Heritage Month. Forest Home celebrated Hispanic Heritage Month on Wednesday September 28 with a discussion from Jesus Salas on his family history, focusing on three generations of migrant workers in Wisconsin. It was very well received and we had 15 participants. They also had a demonstration from Karlies Kelley of the Bomba y Plena, a traditional Caribbean dance. They gave a small demonstration in the library and gave lessons to patrons in the meeting room. Attendance was 21 adults and 11 children. There was artwork from Bruce Guadalupe Community School was on display during the month, along with a chalk art program on the sidewalk outside. The Milwaukee Fire Department, visited and brought a fire truck for kids to see. Children's Library Reference Assistant Amanda Rentas, and Librarian Greg Comly did outstanding work in planning and implementing this series.

Exploratorium. Tippecanoe's fall after school series, called Exploratorium, began this month and consists of eco-focused STEAM programming (science, technology, engineering, art, and math) and incorporates recycled materials and high-tech equipment with exploring nature and the world around, led by children's librarian Jennifer Hron. Week one focused on engineering, as students discussed mass, velocity and angles and then put that knowledge to practical use creating a marble run with cardboard and tape. Week two explored plant life, including a nature walk, the chance to examine leaves, pinecones and flowers under a microscope, and getting hands-on potting both an aloe plant and spider plant to take home. Week three was glow-in-the-dark geometry, where students will learn about shapes, patterns, and how they appear in nature. The series will continue through mid-October and is led by children's librarian Jennifer Hron.

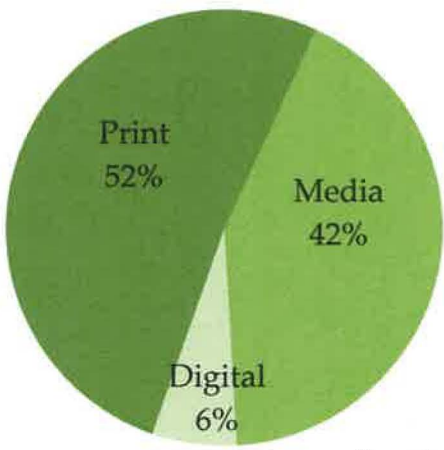
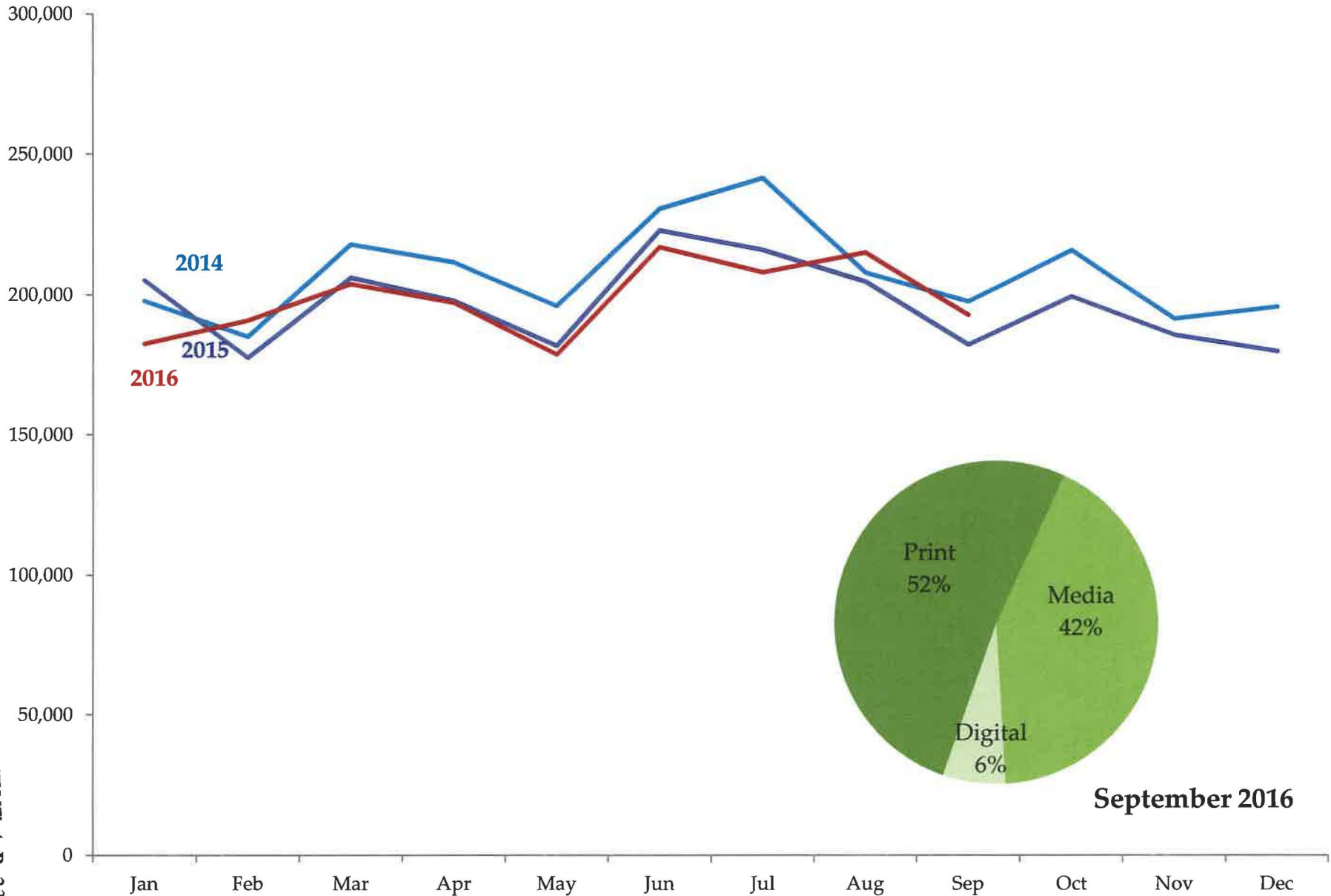
# Milwaukee Public Library Visits



**September 2016**

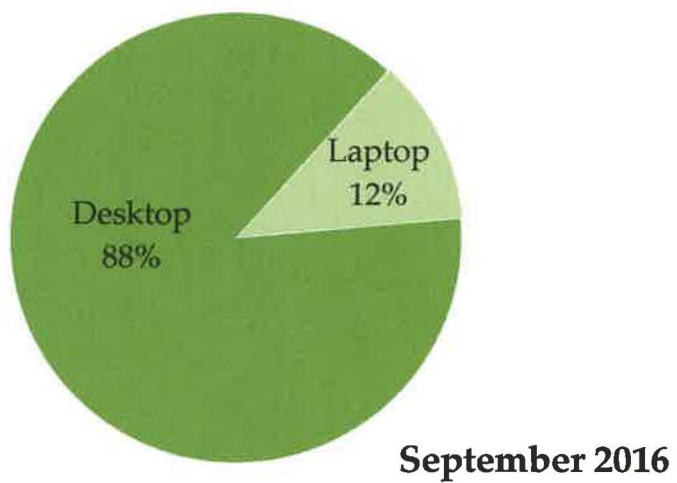
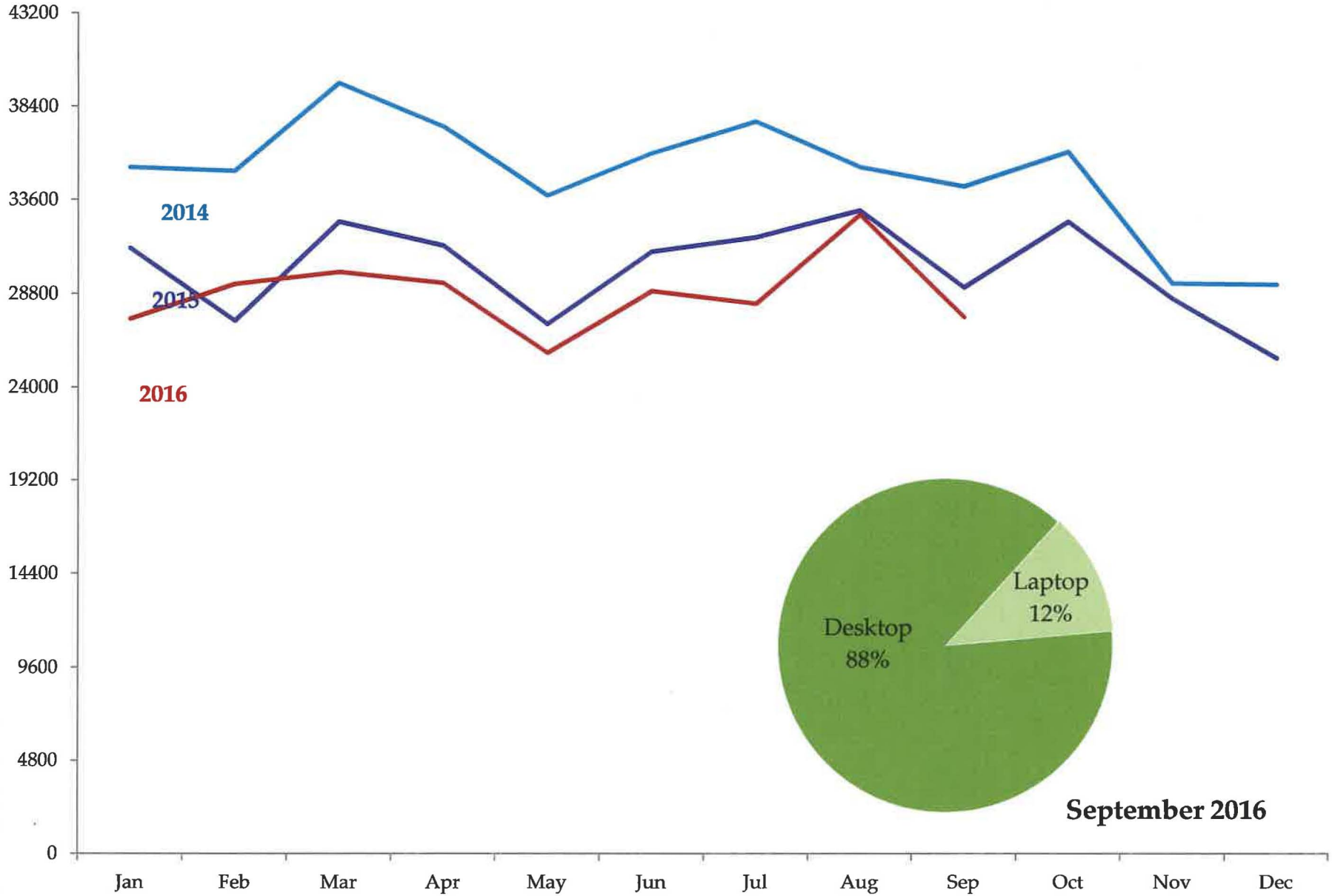


# Milwaukee Public Library Circulation



September 2016

# Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
September, 2016**

| <b>Unique Visitors to the MPL Website</b> |            |                      |                        |              |                       |                        |
|---|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|   | 370,969    | 436,738              | -15.1%                 | 3,834,961    | 2,608,904             | 47.0%                  |

| <b>Database Hits</b> |            |                      |                        |              |                       |                        |
|----------------------|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|                      | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|                      | 4,308      | 4,305                | 0.1%                   | 41,511       | 38,736                | 7.2%                   |

| <b>OverDrive Digital Download Circulation, by format</b> |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
| eBooks   | 7,720      | 6,407                | 20.5%                  | 66,178       | 61,575                | 7.5%                   |
| Audiobooks   | 5,083      | 3,717                | 36.8%                  | 44,254       | 30,450                | 45.3%                  |

| <b>Downloads of Digital Music through Freegal</b> |            |                      |                        |              |                       |                        |
|---|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|   | 2,795      | 2,711                | 3%                     | 26,412       | 26,650                | -1%                    |

| <b>Milwaukee Patron Holds Placed Through CountyCat</b> |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|  | 36,970     | 37,281               | -0.8%                  | 349,017      | 363,367               | -3.9%                  |

| <b>Paging Slips</b> |               |                      |                        |                |                       |                        |
|---------------------|---------------|----------------------|------------------------|----------------|-----------------------|------------------------|
|                     | This Month    | Same Month Last Year | % Increase or Decrease | Year to Date   | Previous Year to Date | % Increase or Decrease |
| Central             | 10,987        | 11,141               | -1.4%                  | 105,046        | 108,603               | -3.3%                  |
| Atkinson            | 907           | 576                  | 57.5%                  | 6,724          | 6,031                 | 11.5%                  |
| Bay View            | 2,098         | 2,374                | -11.6%                 | 20,959         | 22,648                | -7.5%                  |
| Capitol             | 1,720         | 1,562                | 10.1%                  | 16,119         | 20,784                | -22.4%                 |
| Center Street       | 875           | 1,173                | -25.4%                 | 8,719          | 9,178                 | -5.0%                  |
| East                | 1,836         | 1,775                | 3.4%                   | 17,631         | 17,035                | 3.5%                   |
| Forest Home         | 1,006         | 994                  | 1.2%                   | 8,945          | 8,776                 | 1.9%                   |
| Martin Luther King  | 805           | 747                  | 7.8%                   | 6,951          | 7,161                 | -2.9%                  |
| Mill Road           | 1,033         | 1,193                | -13.4%                 | 10,575         | 10,511                | 0.6%                   |
| Tippecanoe          | 1,655         | 528                  | 213.4%                 | 11,649         | 5,776                 | 101.7%                 |
| Villard Square      | 790           | 810                  | -2.5%                  | 7,787          | 7,669                 | 1.5%                   |
| Washington Park     | 795           | 1,072                | -25.8%                 | 7,919          | 9,232                 | -14.2%                 |
| Zablocki            | 1,946         | 2,119                | -8.2%                  | 19,296         | 20,296                | -4.9%                  |
| YCOS--Outreach      | 101           | 121                  | -16.5%                 | 847            | 921                   | -8.0%                  |
| <b>TOTAL</b>        | <b>26,554</b> | <b>26,185</b>        | <b>1.4%</b>            | <b>249,167</b> | <b>254,621</b>        | <b>-2.1%</b>           |



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

September 29, 2016

To: Library Building & Development Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairperson Michele Bria, Sharon Cook, John Gurda, Ald. Nik Kovac, Dir. Mark Sain  
*All trustees are welcome to attend.*  
MPL: Joan Johnson, Jennifer Meyer, Sam McGovern-Rowen, Duane Wepking  
Maures Development and Royal Capital Group

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting  
October 6, 2016, Thursday, 8:00 a.m.-9:00 a.m.  
Central Library Meeting Room 1

**MEETING NOTICE AND AGENDA**

1. **Mill Road Redevelopment Project.** Representatives from Maures Development and Royal Capital Group will provide an update on the Mill Road Redevelopment Project.
2. **Branch Redevelopment Projects.** Library Construction Project Manager Sam McGovern Rowen will update the committee on the progress of the Mitchell Street Project and review a timeline for the Martin Luther King redevelopment.
3. **MPL Building and Development Committee Meeting Schedule.** The committee will discuss future meetings that may become necessary as they relate to project approvals.

*Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby) or by calling (414) 286-2238.*

*Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.*

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**ATTACHMENT B-P. 1 of 10**  
**MPL AGENDA-10/25/16**

*P. 28*

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
BUILDING & DEVELOPMENT COMMITTEE  
MINUTES**

**Thursday October 6, 2016  
Central Library Meeting Room 1**

**PRESENT:** Michele Bria, Ald. Nik Kovac, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Sharon Cook

**OTHERS** MPL: Joan Johnson, Sam McGovern-Rowen, Jennifer Meyer, Crystal Sura,

**PRESENT:** Duane Wepking

Royal Capital Group: Terrell Walter

Engberg Anderson Architects: Mark Ernst, Timothy Wolosz

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Committee Chair Michele Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:10 a.m. on October 6, 2016 with a quorum present.

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1. **Mill Road Redevelopment Project.** Mr. Terrell Walter, project manager from Royal Capital Group provided an update on the Mill Road branch redevelopment project. He distributed a Mill Road Library Density Analysis, attached at the end of these minutes. The developer will reapply for Wisconsin Housing and Economic Development Authority (WHEDA) tax credits in 2017. The tax credits are a necessary part of the funding structure for this project to move forward. They would like to restructure their application to reflect an increase in the total units from 55 to 65. The current proposed 65-units produces a diverse unit mix that is suitable for long term marketability. District Alderwoman Chantia Lewis is supportive of the site plan and suggested the proposed change be communicated to the neighborhood. A community meeting will be scheduled in November. The committee reviewed conceptual design of the mixed-use facility that will house the new library on Good Hope Road. A site plan and renderings will be submitted as part of the WHEDA application which is due in February 2016, with the awards announced in mid-April. The Trustees suggested some preliminary changes to the design. A revised design and the budget will be presented at the Building and Development Committee meeting scheduled on November 3. Trustee Cook moved and Trustee Kovac seconded a motion to approve the current proposed unit mix of 65 units. Motion passed.

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2. **Branch Redevelopment Projects.** Library Construction Project Manager Sam McGovern-Rowen distributed a Mitchell Project Update, attached at the end of these minutes. The project timeline was reviewed. The approval for the library's general contractor is expected in November. A ground breaking event will be scheduled in early November. Library interior build-out will begin late November. The new library is expected to open in summer 2017. Informational item.

The Trustees received a schedule for replacing the Martin Luther King Branch of the Milwaukee Public Library, attached at the end of these minutes. Mr. McGovern-Rowen

2. **Branch Redevelopment Projects.** (continued)

summarized the timeline. The new library will remain on the current site and will be part of mixed-use building. RFP submittals are due October 21, 2016. Proposed projects will be reviewed with opportunity for public feedback. Concepts will be posted online and at the Martin Luther King Branch. After a screening of the submissions by an Advisory Panel, presentations will be made to the MPL Board of Trustees for selection. The Board will be given an update on RFP responses at their October 25 Regular meeting. Informational item.

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3. **MPL Building and Development Committee Meeting Schedule.** The committee discussed the possibility of scheduling a special meeting in December if project approvals are required. The Trustees will be informed of the ground breaking event, community meetings and additional meetings as soon as they are confirmed. Informational item.
- 

The meeting of the Milwaukee Public Library Board's Building & Development Committee was adjourned at 9:12 a.m. on October 6, 2016.

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## MILL ROAD LIBRARY DENSITY ANALYSIS

### Previously Proposed Unit Mix: 55-Units

| Unit Type    | Total Units | Bedrooms per Unit Type | Total Bedrooms |
|--------------|-------------|------------------------|----------------|
| 1-Bedroom    | 9           | 1                      | 9              |
| 2-Bedroom    | 10          | 2                      | 20             |
| 3-Bedroom    | 36          | 3                      | 108            |
| <b>Total</b> | <b>55</b>   |                        | <b>137</b>     |

### Currently Proposed Unit Mix: 65-Units

| Unit Type    | Total Units | Bedrooms per Unit Type | Total Bedrooms |
|--------------|-------------|------------------------|----------------|
| 1-Bedroom    | 20          | 1                      | 20             |
| 2-Bedroom    | 25          | 2                      | 50             |
| 3-Bedroom    | 20          | 3                      | 60             |
| <b>Total</b> | <b>65</b>   |                        | <b>130</b>     |

### Mill Road Library Unit Mix Comparison

| Unit Type    | Set Aside | 55 Unit Model | 65 Unit Model | Maximum Annual Income |
|--------------|-----------|---------------|---------------|-----------------------|
| 2 Bedroom    | 30%       | 0             | 5             | \$21,060              |
| 3 Bedroom    | 30%       | 11            | 8             | \$24,450              |
| 2 Bedroom    | 50%       | 5             | 8             | \$35,100              |
| 3 Bedroom    | 50%       | 13            | 12            | \$40,750              |
| 1 Bedroom    | 60%       | 0             | 12            | \$33,720              |
| 2 Bedroom    | 60%       | 5             | 10            | \$42,120              |
| 3 Bedroom    | 60%       | 12            | 0             | \$48,900              |
| 1 Bedroom    | Market    | 9             | 8             | N/A                   |
| 2 Bedroom    | Market    | 0             | 2             | N/A                   |
| <b>Total</b> |           | <b>55</b>     | <b>65</b>     |                       |

### NOTES

1. The currently proposed 65-units produces a diverse unit mix that is suitable for long term marketability
2. True density (bedroom count) is reduced by 5% (7 units) with the proposed unit mix
3. \*Residential parking is assumed at one space per unit; Library parking is assumed as (4) spaces per 1,000 square feet
4. After initial review, the footprint (square footage) of the building does not materially change going from 55 - to - 65 units
5. It is our belief that the market study which we are required to obtain will be more favorable towards the 65-unit opportunity

\*The development team will work with Architect & design to ensure a minimum of 125 -140 on-site parking stalls

## Mitchell Project Update

- Apartments and core & shell construction began August 2016
- Bids went out for general contractor on 9/27/16 and are due 10/28/16
- Gorman's demolition work on the library space is nearly complete
- All drawings submitted for final approval from National Parks Service
- Groundbreaking event to be scheduled during the first week of November
- Library interior build-out begins late Nov / early Dec 2016
- New library to open in summer 2017



# Replacing the Martin Luther King Branch of the Milwaukee Public Library



Sam McGovern-Rowen  
Project Manager – Library Construction  
Central Library  
814 W. Wisconsin Ave  
Milwaukee, WI 53233  
Desk: (414) 286-5462  
Mobile: (414) 467-8487

## Important Dates

**RFP due on or before Friday, October 21st 2016 at 4:00 PM via Email to [sjmcgov@milwaukee.gov](mailto:sjmcgov@milwaukee.gov)**

**Public Meeting Schedule:** Developer teams to present proposals to the community and committees:

- 1. Tuesday, October 25 at 4:30 PM MPL Board of Trustees: Staff update to MPL Board of Trustees of RFP responses.**
- 2. Date TBD open house** for projects to be presented to the community during the **first week of November**. Questions and comments will be taken from the public.
- 3. November 3rd 8:00 AM MPL Building & Development Committee**
- 4. November 22nd 4:30 PM MPL Board of Trustees**
- 5. The board may select a project that best meets of the Library during the November cycle or at a special meeting in December. That date is TBD.**

- RFP concepts will be posted online and at the MLK branch for public comment
- A screening of the submissions by an Advisory Panel will take place and may include the Milwaukee Public Library Director, MPL Executive Staff, Department of City Development staff, a UWM School of Architecture and Urban Planning representative, and a community member. That meeting date is TBD

Timeline continued...

After selection a Development Agreement will be negotiated with firm timelines and deliverables. The Development Agreement is approved by the Library Board of Trustees and Common Council.

**October of 2017 is the target date for construction to begin.**

# Draft branch development timeline



## Forest Home – Mitchell Project

- Project financing closed June 2016
- Approved design July 2016
- Core & shell construction began August 2016
- Groundbreaking event Nov 2016
- Library interior build-out begins late Nov / early Dec 2016
- New Library opens summer 2017



## Mill Road-Good Hope

- Approve term sheet December 2016
- Issue Architect RFP Nov 2016
- Award Architect RFP January 2017
- WHEDA award April 2017
- Approve design July 2017
- Begin construction September 2017
- New library opens summer 2018



## Martin Luther King

- Project RFP Issued Sept 2016
- Developer selection Nov/Dec 2016
- Issue Architect RFP January 2017
- Approve term sheet May 2017
- Approve design August 2017
- Begin construction October 2017\*
- New library opens fall 2018
- Schedule dependent on financing source



## Capitol

- Issue project RFP August 2017
- Developer selection October 2017
- Issue Architect RFP November 2017
- Approve Term Sheet Feb 2017
- Approve design July 2018
- Begin construction September 2018
- New library opens late summer/early fall 2019



## Milwaukee Public Library 2017 Public Service Hours

### Central Library

#### Art and Humanities Rooms

|                  |                  |  |                  |                  |
|------------------|------------------|--|------------------|------------------|
| Monday           | 12 p.m. – 8 p.m. |  | Monday           | 12 p.m. – 8 p.m. |
| Tuesday          | 9 a.m. – 8 p.m.  |  | Tuesday          | 9 a.m. – 4 p.m.  |
| Wednesday        | 9 a.m. – 6 p.m.  |  | Wednesday        | 9 a.m. – 4 p.m.  |
| Thursday         | 9 a.m. – 6 p.m.  |  | Thursday         | 9 a.m. – 4 p.m.  |
| Friday           | 9 a.m. – 6 p.m.  |  | Friday           | 9 a.m. – 4 p.m.  |
| Saturday         | 9 a.m. – 5 p.m.  |  | Saturday         | 9 a.m. – 4 p.m.  |
| <b>54 hrs/wk</b> |                  |  | <b>43 hrs/wk</b> |                  |

### Drive-Up at Central Library

|                    |                    |
|--------------------|--------------------|
| Monday             | 7:30 a.m. – 6 p.m. |
| Tuesday            | 7:30 a.m. – 6 p.m. |
| Wednesday          | 7:30 a.m. – 6 p.m. |
| Thursday           | 7:30 a.m. – 6 p.m. |
| Friday             | 7:30 a.m. – 6 p.m. |
| Saturday           | 9 a.m. – 5 p.m.    |
| <b>60.5 hrs/wk</b> |                    |

### Branch Libraries

Atkinson, Capitol, Forest Home, M.L. King, Mill Road, Tippecanoe

|                  |                  |
|------------------|------------------|
| Monday           | 12 p.m. – 8 p.m. |
| Tuesday          | 12 p.m. – 8 p.m. |
| Wednesday        | 12 p.m. – 8 p.m. |
| Thursday         | 10 a.m. – 6 p.m. |
| Friday           | 10 a.m. – 6 p.m. |
| Saturday         | 10 a.m. – 5 p.m. |
| <b>47 hrs/wk</b> |                  |

Bay View, East, Villard Square,  
Washington Park, Zablocki

Center Street

|                  |                  |  |                  |                  |
|------------------|------------------|--|------------------|------------------|
| Monday           | 10 a.m. – 8 p.m. |  | Monday           | 9 a.m. – 8 p.m.  |
| Tuesday          | 12 p.m. – 8 p.m. |  | Tuesday          | 12 p.m. – 8 p.m. |
| Wednesday        | 12 p.m. – 8 p.m. |  | Wednesday        | 12 p.m. – 8 p.m. |
| Thursday         | 10 a.m. – 6 p.m. |  | Thursday         | 10 a.m. – 6 p.m. |
| Friday           | 10 a.m. – 6 p.m. |  | Friday           | 10 a.m. – 6 p.m. |
| Saturday         | 10 a.m. – 5 p.m. |  | Saturday         | 10 a.m. – 5 p.m. |
| <b>49 hrs/wk</b> |                  |  | <b>50 hrs/wk</b> |                  |

**Ready Reference:** Open at 9:00 a.m. *Monday* thru *Saturday*

**Sunday Hours:** October – April: 1 – 5 p.m. at Central, Zablocki, and Capitol Libraries



# MEMORANDUM

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**Date:** October 17, 2016

**To:** Paula Kiely, Library Director

**From:** Jennifer Meyer-Stearns, Assistant Library Director of Operations  
Judith Pinger, Assistant Library Director of Technical Services

**Re:** Request for Approval to Auction Bindery Equipment

In 2012, the decision was made to outsource the Milwaukee Public Library bindery services as part of the annual City of Milwaukee budget process. Over the past four years, the Library has been transitioning from an in-house contract for bindery services to an external contract. In early 2016 this transition was completed.

The Milwaukee Public Library has surplus bindery equipment located on the 3<sup>rd</sup> Floor of the Central Library. This is a prime location, and freeing up space there creates potential for streamlining processing and cataloging services. MPL technical services, facility, and administrative staff have reviewed and inventoried the area. Several items are large pieces of specialized machinery. We request Milwaukee Public Library Board approval to auction these items and use the proceeds for space planning and process improvements.

Our initial step will be to sell the equipment through Wisconsin Surplus Online Auction. They are a local, respected company that has transitioned from traditional auctioneering to completely online sales since 2004. They are members of the National and Wisconsin auctioneers associations and have all relevant licenses. They dedicate the bulk of their services to the State of Wisconsin and local municipalities, including the University of Wisconsin system and the City of Milwaukee, Department of Administration.

MPL staff will perform several key functions for sale, such as photographing and researching values through other national bindery auctions (Thomas Auctions and Joseph Finn Co.). Wisconsin Surplus will manage the actual auction and advertising. There will be no cost to Milwaukee Public Library. A conservative valuation is \$20,000. Any equipment not successfully auctioned will be disposed of according to current MPL practices.