

**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

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.

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.

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.

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.

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.

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.

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.

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.

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