

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday March 28, 2017
Central Library Meeting Room 1
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: JoAnne Anton, Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Cavalier Johnson, Ald. Nik Kovac, Chris Layden, Sup. Marcelia Nicholson, Joan Prince, Dir. Mark Sain, Jennifer Smith, Paula Kiely

EXCUSED: Chris Layden

STAFF: Eileen Force Cahill, Kristina Gomez, Joan Johnson, Dawn Lauber, Sam McGovern-Rowen, Crystal Sura, Kelly Wochinske

OTHERS Tea Norfolk, Legislative Reference Bureau

PRESENT: Doug Barnes, Zimmerman Architectural Studios

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:32 p.m. on March 28, 2017 with a quorum present. Trustee Coggs participated by conference phone. Trustees Johnson and Prince were excused at 5:45 p.m.

PUBLIC COMMENT None.

SPECIAL COMMUNICATION

1. **New Trustee Introduction.** President Gurda introduced Supervisor Marcelia Nicholson, a new trustee appointed by County Executive Chris Abele and Ms. Jennifer Smith, a new trustee appointed by MPS Superintendent Darienne Driver. Informational item.

RESOURCES / RECOMMENDATIONS / RESEARCH

2. **The Big Read.** Programming Librarian Kristina Gomez shared information about the city-wide Big Read featuring *In Time of the Butterflies* by Julia Alvarez. She explained that as part of the National Endowment for the Arts (NEA) Big Read 2017, MPL will present a variety of events, programs, and discussions connected to the featured book. The MKE Big Read will run from April 1-May 13, 2017. A kickoff is scheduled for April 8, 2017 at Central Library. Informational item.

CONSENT AGENDA

3. **MPL Board Committee Assignments.**
4. **Regular Board Meeting Minutes January 24, 2016.**
5. **Committee Reports.**
 - a. Services and Programs Committee Meeting Minutes February 6, 2017

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

President Gurda asked the Board if any items should be removed from the Consent Agenda presented as attachment B, pages 5-40 of the agenda. President Gurda entertained a motion to approve. Trustee Prince moved and Trustee Sain seconded a motion to approve the Consent Agenda. Motion passed.

REPORTS

7. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Nik Kovac, Resource Library Representative, reported on the February 13, 2017 and March 20, 2017 MCFLS Board meetings. He said there was discussion at the Board meeting regarding the Milwaukee City Identification card and how that would be used in system libraries for identification, as reported from the Library Director's Advisory Council. There was discussion regarding the MCFLS Strategic Plan revision process. MCFLS Director Bruce Gay's performance was reviewed in executive session. Informational item.

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8. **Building and Development Committee.** Committee Vice-Chair Mark Sain provided the report for the March 2, 2017 regarding the Mitchell Street Project Development Agreement and selection of the architect for the interior of the new library replacing the Mill Road branch. Referring to attachment C, page 41-46 of the agenda, Trustee Sain summarized the minutes of the meeting. The committee recommends approval of an amendment to the Development Agreement and Lease to accommodate the resequencing of certain library shell work to achieve efficiencies. Trustee Cook moved and Trustee Sain seconded the motion to approve the amendment to the Mitchell Development Agreement and Lease. Motion passed.

Library Construction Project Manager Sam McGovern-Rowen said the committee heard presentations from three architectural firms for the design and construction of the new library to be housed in a mixed-use building at 7717 West Good Hope Road. After deliberating in executive session, the committee moved to recommend the architectural contract for the design and construction of the new branch to Zimmerman Architectural Studios, Inc. For the benefit of the full Board, Mr. Barnes and Mr. McGovern-Rowen reviewed Zimmerman's presentation which included a master plan, a conceptual design and "The Beacon" design concept. After a brief discussion, Trustee Sain moved and Trustee Cook seconded a motion to award the contract for the design and construction of the Mill Road / Good Hope Road Redevelopment Project to Zimmerman Architectural Studios, Inc.

NEW BUSINESS

9. **Library Name.** President Gurda said the new library on 9th and Mitchell Street will open this fall and the issue before us is what to call it and the proposal is to name it Mitchell Street. Director Kiely referred to the Policy for Naming Milwaukee Public Library Facilities and Designated Areas of Facilities, attached D, page 47 of the agenda. Trustee Cook moved and Trustee Anton seconded a motion to name the new library the Milwaukee Public Library Mitchell Street Branch. Motion passed.

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10. **Department of Public Instruction 2016 Annual Report and Statement Concerning Public Library System Effectiveness.** Director Kiely referred to the Wisconsin Department of Public Instruction Public Library Annual Report, attachment E, page 48-56 of the agenda. A document titled State Department of Public Instruction 2016 Public Library Annual Report Highlight – Five Year Trends was distributed and is attached at the end of these minutes. The Trustees reviewed the changes in total staff, City/MPL funding, materials funding, outreach programs and e-content between 2012 and 2016. It was noted that library card holders increased by approximately 8% which corresponds with the Library Card Campaign. Trustee Cook asked about the impact of the LibraryNOW program on that increase. LibraryNOW offers complete digital access to MPL resources to every Milwaukee Public Schools student. Director Kiely explained that the LibraryNOW program did have a significant impact on growth; however, MPL did a major clean-up of accounts after the fine forgiveness program in 2016. A quarterly report on MPS library card distribution and data on how the students are using their cards will be presented in April of 2017. President Gurda entertained a motion to accept the Annual Report and forward it to the State. Trustee Prince moved and Trustee Kovac seconded the motion. Motion passed.
- Director Kiely said that the report includes a statement that gives an evaluation of the Milwaukee County Federated Library System (MCFLS) and is provided to the state. Director Kiely asked the Board for approval to indicate that MCFLS has met MPL's expectations of cooperation and is satisfied with the leadership. Trustee Anton moved approval and Trustee Sain seconded the motion. President Gurda signed the official document that will be sent to the Wisconsin Department of Public Instruction, Division for Libraries and Technology. Motion passed.

STRATEGIC DISCUSSION

11. **Impactful Library Programs and Measurement.** A document titled Discussion Notes – 2016 Violence In Sherman Park Area from the September 27, 2016 Board meeting, revised to include Library Board Ideas, was distributed and is attached at the end of these minutes. President Gurda led the conversation by asking what role the library plays in addressing the pressing problems of the city. What are the priorities that the library has and where are we best positioned to serve the city's needs? He noted that in the recent past, the library has been proactive in programs and services relating to specific neighborhoods by listening to community partners to find out how the library can support their efforts. The Library Board Ideas and library administration's response were reviewed. Director Kiely said that the library's Summer Reading Program begins in May and outreach to schools and other organizations has begun. Early literacy continues to be a priority. The library needs to consider ways to maintain programs and services with a constraint on budgets. Trustee Sain noted that after-school programs at community learning centers statewide are at risk under the federal proposed budget which will have an overall impact on communities. It would be beneficial to be on the forefront for grants and other support. Discussion ensued regarding collaborative partnerships, programming to assist community uplifting, marketing libraries as meeting places and safe spaces, promoting volunteer opportunities, and having a library presence at neighborhood events.

Director Kiely distributed a document on the Institute of Museum and Library Services (IMLS) funding, attached at the end of these minutes. She informed the Trustees that IMLS has been slated to be eliminated in the proposed federal budget. MCFLS receives indirect

11. **Impactful Library Programs and Measurement**. (continued)
funding from them through the Wisconsin Department of Public Instruction Division for
Libraries and Technology which could have an impact on MPL. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of
March 28, 2017 was adjourned at 6:00 p.m.
