

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday January 27, 2015  
Central Library Meeting Room 1  
814 W. Wisconsin Avenue  
Milwaukee, WI 53233**

**PRESENT:** Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda,  
Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Sup. Theo Lipscomb,  
Dir. Mark Sain, Paula Kiely

**EXCUSED:** Denise Callaway, Joan Prince

**STAFF:** Ryan Daniels, Panola Hall, Consuelo Hernandez, Joan Johnson, Dawn Lauber,  
Sam McGovern-Rowen, Judy Pinger, Jacki Potratz, Taj Schoening, Crystal Sura,  
Brooke VandeBerg

**OTHERS** Amy Hefter, 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 4:35 p.m. on January 27, 2015 with a quorum present.

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**PUBLIC COMMENT** President Gurda called attention to an email from Mr. Greg Bird which states that library sites should be developed based on land-leases, attachment A, page 3 of the agenda.

**RESOURCES / RECOMMENDATIONS / RESEARCH**

1. **OverDrive E-Books.** The Board was given a demonstration of the use of OverDrive for downloading e-books using smart phones & iPads.

**CONSENT AGENDA**

After asking the Board if any items should be removed from the Consent Agenda, President Gurda stated that there being no objection, the following items contained in the Consent Agenda were approved and adopted:

2. Regular Board Meeting Minutes November 25, 2014
3. Special Board Meeting Minutes December 16, 2014
4. Committee Reports.
  - a. Executive Committee Meeting Minutes December 10, 2014
  - b. Finance & Personnel Committee Meeting Minutes January 7, 2015
5. Administrative Reports.
  - a. Personnel Actions
  - b. Financial Report
  - c. Library Director's Reports
  - d. MPL Accomplishments - 2014

## REPORTS

6. **Milwaukee County Federated Library System (MCFLS) Board.** Resource Library Representative Trustee Kovac reported on the December 2, 2014 and January 12, 2015 MCFLS Board meetings. He said that the MCFLS Board reappointed the same officers, Mr. Paul Ziehler as President, Ms. Mardee Gruen as Vice-President and he continues as Treasurer. A new member, Dr. Martin Lexmond, was recently added to the Board. During the last MCFLS meeting, Director Gay highlighted his goals for MCFLS which are listed in the meeting minutes and can be accessed online at [www.mcfls.org](http://www.mcfls.org). Informational item.
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7. **Building and Development Committee.** Chair Bria referred to the January 8, 2015 Building and Development Committee meeting agenda and minutes listed as attachment C, page 63 of the agenda. She noted that Board members received the Tippecanoe Renovation design presentation prior to the meeting. She briefly summarized the items that were discussed. Mr. Jeff Hanewall, an architect from Engberg Anderson presented an updated design for the Tippecanoe Branch renovation project. Library Construction Project Manager Sam McGovern-Rowen provided an update on the replacement of the Forest Home Branch which will be relocated to the Hills Building site located on Mitchell Street. Follow-up to the initial proposals for the Mill Road Branch Development project continues. Library staff have met with the area aldermen. Community listening sessions are scheduled for February 26, 2015 and March 4, 2015. The community will be asked to share their thoughts on the second use of the mixed-use property as it relates to the proposal that the Board expressed interest in at the December 16, 2014 regular meeting. The library will host the meetings, in partnership with the aldermen, at venues other than the Mill Road library to accommodate more people. Informational item.
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8. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels reported that year-end the Foundation raised approximately \$1.6 million which represents a \$500,000 increase or 43%. The number of donors has been increased by over 600 which represents a 60% increase. Corporate and foundation donations increased by 22% or over \$100,000. The Foundation increased its library support by \$50,000. The Foundation Board has a strategic planning session scheduled for February 2, 2015. The discussion will include how the Foundation can further support the library and their initiatives and translate that support into community impact. In 2015, the Foundation plans to raise funds for the Tippecanoe Branch and will roll-out their corporate giving program. The Foundation continues to plan and prepare for the launch of the MPL awareness campaign and the Foundation Board stands ready to support that effort.
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## OLD BUSINESS

9. **Wisconsin Library System Changes.** Director Kiely referred to a letter dated December 17, 2014 from MCFLS Board President Paul Zeihler to State Superintendent of Public Instruction Tony Evers, attachment D, page 66 of the agenda. She reported that she received a copy of draft recommendations from the Wisconsin Council on Library and Network Development's (COLAND) Strategic Vision for Library Systems in the 21<sup>st</sup> Century. The

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

recommendations from COLAND are expected to be sent to Mr. Evers. The recommendations were drawn from a System and Resource Library Administrators' Association of Wisconsin (SRLAAW) report, a LEAN Study on library system services and a WiLS study on state ILS systems. The recommendation to move to one Integrated Library System catalog is concerning. There has been discussion that ad-hoc committees will be formed to work on these issues, with appointments being made by the Superintendent. Director Kiely said she will continue to monitor the developments. Informational item.

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**NEW BUSINESS**

10. **Strategic Plan.** Director Kiely distributed an infographic titled MPL 2020 Our Plan for the Future, which represents MPL's Strategic Plan. The graphic lists MPL's organizational values and describes how MPL will implement the plan integrating citywide strategies into library service areas. The infographic is attached at the end of these minutes.

Director Kiely distributed a document listing the 2014 Strategic Planning Highlights and 2015 Strategic Planning Goals. The document summarizes MPL's efforts to implement the plan with library programs, databases, branch redevelopment, marketing and social media. Last year, staff focused on "connecting," which will continue in 2015 in addition to building partnerships and engaging in the community. Trustee Cook suggested that the Trustees identify neighborhood groups and organizations, based on the strategic planning goals, to share with Director Kiely to be considered for future collaborations. The highlights and goals document is attached at the end of these minutes. Informational item.

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**STRATEGIC DISCUSSION**

11. **Community Engagement.** President Gurda stated that, with the new Board meeting format, a different theme will be introduced for strategic discussion at each meeting. Today's theme is community engagement as it relates to the Branch Redevelopment. He noted that in the recent past, Bay View and Washington Park building projects were driven by the Library Board and staff. The Villard Square Branch was constructed with more engagement from the community and that is the focus moving forward. President Gurda added that developing mixed-use library facilities relates to the library's goal of creating partnerships as stated in the Strategic Plan. He welcomed suggestions on how the library system can thoroughly engage the community as the new libraries are conceptualized and developed.

Trustee Hamilton noted that most communities have Neighborhood Associations that hold planning sessions. Communities may have different reasons for using the library and the library could identify the community's needs by connecting with the various neighborhood organizations and align library services in support of community goals. The City's Department of City Development (DCD) prepares plans and studies which guide development in individual neighborhoods that may be helpful to the library as it redevelops library facilities.

Trustee Lipscomb said there needs to be a better plan for the vacant libraries, such as Finney and Villard Avenue as we move forward. He noted that the next project, Forest Home Library, will be developed on a different site. Library Construction Project Manager Sam McGovern-Rowen stated that the library considered having developers address the vacant property in the Request For Proposal; however, according to the State Statutes, once the library vacates the building, the DCD takes ownership. Trustee Lipscomb said he is not

11. **Community Engagement.** (continued)

advocating that the library ask for vacant library building disposition authority, but suggested that DCD become part of the process. Trustee Kovac suggested reaching out to DCD's Commercial Corridor Manager Mr. Ken Little, and inquire about the status of Finney and Villard Avenue.

Vice-President Bria said that some neighborhood organizations are very engaged in execution and implementation of their plans and they involve philanthropic and corporate investment. She suggested that the library be pro-active to what is happening on the ground so it can align its resources. She noted that the Redevelopment Authority of the City of Milwaukee (RACM) may be helpful in negotiating land or building deals.

Trustee Cook stated, and Trustee Sain agreed, that when connecting with various organizations, the library should take the opportunity to advocate the library's resources and increase library card registration. The Committee discussed leading the Forest Home and Mill Road community meetings with a brief presentation on MPL services and the value of owning a library card.

Vice-President Bria stated that the library has to have a meaningful way to use community input, communicating back to the public that their time has been valued and appreciated, and their input in being considered and shared. Director Kiely noted that community feedback is welcomed and encouraged and past practice has been to post comments received at the community meetings along with survey results at MPL.org. The meeting regarding Mill Road will focus on the second space of the mixed use facility. Trustee Coggs asked what direction the Board would take if the community accepts the proposed use of the second space but Common Council members do not.

Trustee Hamilton said that the Board's process for the development of Villard Square and East were different, but the community was informed along the way for both projects and there was not always consensus. He added that if the process allows for interested parties to have a voice and be considered, the project will be collaborative and move forward. Trustee Kovac noted that it is important that the library brief community stakeholders on the project. Trustee Coggs said that the Board may have to think strategically about how to move forward with library projects when there is not aldermanic support.

President Gurda asked the Trustees to consider positives and negatives of the past processes. Trustee Coggs said the having representation from DCD was helpful to respond to questions from a development perspective.

Trustee Sain noted that discussion regarding the library's budget for the project should be shared with the community to explain what funding sources are necessary for the city to build a library.

President Gurda encouraged the Trustees to connect to their contacts who may be interested stakeholders in the library projects and reminded them that meetings will be held on February 26 and March 4, 2015. The library will report back to the Building and Development Committee. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of January 27, 2015 was adjourned at 6:15 p.m.