

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday September 22, 2015
Zablocki Library Meeting Room
3501 W. Oklahoma Avenue
Milwaukee, WI 53215**

PRESENT: JoAnne Anton, Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Joe Mar Hooper, Ald. Nik Kovac, Chris Layden, Joan Prince, Mark Sain, Paula Kiely

STAFF: Consuelo Hernandez, Kelly Hughbanks, Joan Johnson, Dawn Lauber, Bill Lenski, Sam McGovern-Rowen, Judy Pinger, Dave Sikora, Crystal Sura, Patricia Swanson, Brooke VandeBerg, Linda Vincent, Duane Wepking

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Management Division
David Dugan, Cramer-Krasselt
Bruce Gay, MCFLS
Cheryl Orgas and Sheri McGrath, ABLE

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on September 22, 2015 with a quorum present. Trustees Coggs, Layden and Prince participated by conference phone. Items were taken out of order; however, these minutes are presented in numerical sequence.

PUBLIC COMMENT Branch Manager David Sikora welcomed the Board to the Zablocki Branch and provided a brief history and overview of library services. Zablocki was built in 1963 replacing two libraries that were located on Forest Home Avenue. It was originally called the Oklahoma Avenue library until 1984 when it was renamed for the late Congressman Clement Zablocki. Mr. Sikora noted that Zablocki ranks in the top three for the busiest libraries providing services to young families and senior citizens in the neighborhood and surrounding areas. The collection and programming are geared to meet the needs of the library's patrons.

Director Kiely announced the promotion of Ms. Judy Pinger to the position of Assistant Director of Collections, Technical Services and IT.

President Gurda announced the resignation of Milwaukee County Supervisor Theodore Lipscomb from the MPL Board of Trustees effective September 10, 2015. He added that Mr. Lipscomb was a valuable member of the Board and expressed his gratitude for his service. President Gurda has since sent a letter to County Executive Chris Abele asking for assistance in filling the vacancy.

RESOURCES / RECOMMENDATIONS / RESEARCH

1. **Audio & Braille Literacy Enhancement, Inc. (ABLE)**. The Board was given a presentation on the services offered by ABLE. Executive Director Cheryl Orgas and ABLE Board President Cheri McGrath announced that ABLE is celebrating 50 years of service to the Milwaukee community. They expressed their gratitude for the partnership with MPL and operating out of the Central Library. The Trustees were invited to tour ABLE and see the

1. **Audio & Braille Literacy Enhancement, Inc. (ABLE)**. (continued)
new digital recording sound studio which will make their recorded books eligible for national distribution through the National Library Service. Informational item.

CONSENT AGENDA

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

2. Regular Board Meeting Minutes July 28, 2015
3. **Committee Reports**.
Services & Programs Committee Meeting Agenda August 3, 2015
4. **Administrative Reports**.
 - a. Personnel Actions
 - b. Financial Report
 - c. Library Director's Reports

REPORTS

5. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Kovac, Resource Library Representative, reported on the September 21, 2015 MCFLS Board meeting. He said that the Board discussed the four MCFLS agreements that will be discussed at this meeting under new business. Director Kiely added that at the August 17, 2015 meeting, new Board member Mr. Kurt Glaisner was introduced. He also serves on the North Shore Library Board. Informational item.

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6. **Building and Development Committee**. Vice-chair Sain referred to the September 3, 2015 Building and Development Committee meeting agenda, minutes and contract memos listed as attachment B, page 26 of the agenda. In the form of a motion, Trustee Sain stated that the Committee approved recommending to the full Board, the following contracts: a contract award for the Central Library administration office remodel to Platt Construction, Inc. for the base bid total of \$428,555; and a contract award for the Central Library masonry restoration of the north façade annex to Holton Brothers for the base bid total of \$142,590. Trustee Cook seconded the motion. Motion passed.

The committee was updated on the branch building initiative. Trustee Sain summarized the meeting minutes noting that the Mitchell Street Project community open houses were attended by sixty guests. Comments will be posted at MPL.org and the Website will also have space for the community to continue to add their ideas regarding the new library that will be located in the Hills Building. Also, the developer for the project, Mr. Ted Matkom, representing Gorman and Company presented some possible changes to the funding strategy for the project. One funding scenario would possibly add twelve affordable housing units to the design. By adding the New Market Tax Credits, in addition to the Historic Preservation credits, the library will net approximately \$500,000 in additional funds for build-out. The financing strategy and plans will be presented to the Building and Development Committee at their October 1, 2015 meeting.

6. **Building and Development Committee.** (continued)

Facilities and Fleet Manager Duane Wepking reported that the Tippecanoe Branch renovation is progressing and the changes to the building are positively noticeable. It is expected that the opening will be scheduled in December. Director Kiely added that the Board will be invited to a walk-through soon. Informational item.

7. **MPL Foundation Report.** MPL Foundation Director of Philanthropy Patricia Swanson reported that the Foundation has raised \$893,245 year-to-date in comparison with last year which is a 32% increase. The Foundation has contributed \$627,000 to the library to support programs and services. Grants applied for, total \$750,000. A new fundraiser, the Read a Book Ball, was introduced during the Maurice Sendak exhibit and raised \$15,000. The Foundation has been actively engaged in building new relationships and adding new donors by hosting information sessions. The small group sessions are held in the Rare Books Room followed by a brief tour of Central. A series of videos about library stories are being created as an outreach piece for fundraising. The Ben Franklin Awards Celebration will be held at Central on October 22, 2015 honoring Dr. Mary Meehan, President of Alverno College and Mr. Greg Oberland, President of Northwestern Mutual for their many contributions to literacy and lifelong learning.
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OLD BUSINESS

8. **Wisconsin Library System Changes Update.** Director Kiely referred to attachment C, page 32-36 of the agenda. The document titled Strategic Vision for Library-Systems in the 21st Century identifies the roles and deliverables of the work groups assigned to design and implement a process to work toward the strategic visions approved by COLAND in January 2015 and accepted by Superintendent Tony Evers of the Department of Public Instruction. Director Kiely said that at the initial meeting of the Steering Team, she was elected to serve as vice-chair. The Steering Team will oversee the process and review the work of the groups. An individual or firm will be hired to provide project management services. The three-year project will be supported by Library Services and Technology Act (LSTA) funds. The Board will receive progress reports as necessary. Informational item.
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9. **Summer Reading Club.** Youth and Community Outreach Services Coordinator Kelly Hughbanks distributed a document regarding Summer Reading Program Results dated September 22, 2015. Ms. Hughbanks enthusiastically announced that the MPL team met their stretch goal of 25,000 participants in the Summer Reading program. A total of 25,265 children signed up for the program, an increase of 21% over last year. New efforts included direct mailings to child-care centers, sign-up materials distributed at all schools, and an increase of outreach sites. Staff were diligent in following up with their contacts and encouraging participation. Plans are already in progress for the 2016 program and the library will be hiring a new teen education outreach specialist which should boost the teen registration. The results document is attached at the end of these minutes. Informational item.
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10. **2016 Library Budget.** Director Kiely distributed the MPL Year 2016 Proposed Budget Overview which summarized the library's operating budget. She noted that the change from 2015 to 2016 is a 5.1% increase inclusive of fringe benefits. The 2016 budget restores four positions of branch manager which were eliminated in 2010. This provides continuity and stability that the branch staff needs to do more outreach, and poises the library to expand hours if other positions are restored. The library will offer the same level of hours, services and programs. President Gurda said this is a positive budget but it is important to note that the library's budget, at inflation adjusted dollars, is still less than past years. The budget document is attached at the end of these minutes. Informational item.
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NEW BUSINESS

11. **Milwaukee County Federated Library System (MCFLS) Agreements.** MCFLS Director Bruce Gay referred to attachment D pages 37-72 of the agenda. The Board reviewed the MCFLS Membership Agreement and Budgetary Changes, 2016-2019 document and agreements. Mr. Gay said a change to prior contracts is the system Membership Agreement which now only describes member library responsibilities that are required by State statute. The Resource Library Agreement between MPL and MCFLS is also required by statute. The Bibliographic Database Development and Maintenance Agreement with MPL is to provide full catalog records for all member libraries. A new Integrated Library System, Resource Sharing, and Technology Agreement for all member libraries describes how libraries will work together to provide services for the public. The changes to the MCFLS budget were discussed. President Gurda entertained a motion to convene in closed session for discussion and consideration of the MCFLS Member Agreement; the 2016-2019 Resource Library Agreement; the 2016-2019 Bibliographic Database Development and Maintenance agreement; and, a new Integrated Library System and Resource Sharing, and Technology Agreement 2016-2019, pursuant to the provisions of Wis. Stat. § 19.85(1)(e). Trustee Hamilton so moved and Trustee Cook seconded the motion. Roll was called and unanimously passed. Trustees Coggs, Layden, Prince and Sain were excused from the meeting at this time, however a quorum was maintained. Director Kiely and Administrative Assistant Crystal Sura remained during the closed session. The Board reconvened in open session. President Gurda entertained a motion to approve the four MCFLS agreements as presented. Trustee Bria moved and Trustee Hooper seconded a motion to approve. Motion passed.
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STRATEGIC DISCUSSION

12. **Awareness Campaign.** The Board heard the presentation of ideas for Milwaukee Public Library's Awareness Campaign from Cramer-Krasselt (C-K), an advertising firm located in Milwaukee. The firm's Senior Vice-President, Mr. David Dugan, said the agency is excited to be involved with the library and they will continue to work with Director Kiely and her team to refine the concepts presented. Director Kiely recognized Communications and Marketing Director Brooke VandeBerg, who is the lead on the project working with MPL Foundation Executive Director Ryan Daniels. She added that the Foundation is providing the funding that will support the implementation of the campaign. Trustee Hamilton endorsed the concepts presented and the other members expressed their agreement. President Gurda said that the Board will continue to discuss this issue as the campaign progresses. Informational item.
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With no further business, the Milwaukee Public Library Board of Trustees meeting of September 22, 2015 was adjourned at 6:45 p.m.
