

REPORT OF THE BOARD'S DELEGATE TO THE MILWAUKEE PUBLIC LIBRARY BOARD OF TRUSTEES

November 29, 2018

Submitted by President Mark Sain

REPORT ON THE REGULAR MEETING OF THE MILWAUKEE PUBLIC LIBRARY BOARD OF TRUSTEES TUESDAY, OCTOBER 23, 2018

CALL TO ORDER AND ROLL CALL

President Michele Bria called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:32 p.m. on October 23, 2018, in the community meeting room of Atkinson Library, 1960 W. Atkinson Avenue. Milwaukee, WI.

Present Michele Bria, Ald. Milele Coggs, Ald. Nik Kovac, James Marten, Ald. Michael Murphy, Supt. Marcella Nicholson, Joan Prince, Mark Sain, Jennifer Smith, Paula Kiely

Excused..... Chris Layden

Staff Rachel Arndt, Eileen Force Cahill, Joan Johnson, Sarah Leszczynski, Sam McGovern-Rowen, Jennifer Meyer-Stearns, Judy Pinger, Victoria Robertson, Rebecca Schweisberger

Others..... Mason Lavey ,Budget and Policy Division; Ryan Daniels, MPL Foundation

SPECIAL COMMUNICATION

President Bria read a note of thanks from Sharon Cook for her retirement gift from the Board.

PUBLIC COMMENT

Deputy Library Director Joan Johnson gave a brief introduction and history of Atkinson Library: Groundbreaking began in December 1959, and the library opened in January 1961, with a dedication ceremony held in April 1961. The building was remodeled and re-dedicated in 1994. Many of the programs and services offered when the library opened are still relevant today, including: children's story times, teen discussion groups, meeting rooms for use by community groups, election polling, summer reading programs, employment clinics, and authors' visits. Atkinson library hosted a visit from children's book illustrator Lois Ehlert, whose art can be found in the Central Library's Children's Room. This location also hosts the intergenerational Garden Homes Chess Club, which meets weekly. Atkinson Library, which serves as a "third place" for many in the community, is frequented by children and young families, with the computer lab and other technical services being in high demand.

CONSENT AGENDA

President Bria asked the Board if any items should be removed from the consent agenda. Trustee Prince inquired about the large decline in unique visitors to the MPL's website. Judy Pinger, Assistant Library Director responsible for Library Information Technology and Technical Services, explained that a correction had been made to the data-capture method to improve accuracy. Going forward, the statistics will include a note about this discrepancy.

Trustee Prince also inquired about the decrease in Mill Road's statistics. Director Kiely explained that the change is due to limited service as Mill Road prepares for renovation.

President Bria entertained a motion to approve. Trustee Prince moved, and Trustee Sain seconded, a motion to approve the consent agenda. Motion passed.

REPORTS

FINANCE & PERSONNEL COMMITTEE

Trustee Coggs reported on the Committee's meeting of October 23, 2018. The Committee had recommended approval of several requests: approval for authority to expend Library Gift & Trust Funds for 2019; to use a gift from the Liselotte Buettner Trust for purchases of books and materials in 2019; and to designate Attorney Jennifer Williams as the Library's Trustee for the Elaine C. Lange Trust fund. Trustee Sain moved to approve, and Trustee Nicholson seconded. Motion passed.

MILWAUKEE COUNTY FEDERATED LIBRARY SYSTEM (MCFLS)

Rachel Arndt, Library Public Services Area Manager, reported on the meeting of October 15, 2018. The MCFLS Board had approved its 2019 budget of \$4.3 million. It also had approved the estimation of 2019 reciprocal borrowing costs charged to the City of West Milwaukee: As West Milwaukee does not have its own public library, charges are incurred when West Milwaukee residents use services at other MCFLS-member libraries.

Two Sierra servers will be replaced in 2019.

MCFLS Director Steve Hesel had submitted the 2019 Department of Public Instruction's (DPI's) MCFLS plan for approval. The plan details what services will be provided to MCFLS-member libraries in the next calendar year. The MCFLS Board approved the plan.

The delivery contract with Action Logistics was approved for one year. The contract will be revisited following recommendations from the Public Library System Redesign Project. The Board selected Wisconsin Library Service as the consultant on its strategic plan.

MPL FOUNDATION

The Milwaukee Public Library Foundation's Director, Ryan Daniels, provided an update on fundraising. The Benjamin Franklin Awards Celebration, which was held on October 11, 2018, had raised more than \$300,000. To date, the Foundation has raised \$1.1 million and has contributed \$914,000 to the Library in support of programs and materials. Additional fundraising events will be held through the remainder of the year, including a "Wine and Book Pairing" which all Board Trustees are invited to attend. Several campaigns will be launched to introduce the Foundation to new donors. President Bria thanked Mr. Daniels and the Foundation Board for their efforts.

OLD BUSINESS

PUBLIC LIBRARY SYSTEM REDESIGN PROJECT

Library Director Kiely presented a draft summary of the PLSR Steering Committee's recommendations for DPI Superintendent Tony Evers. Director Kiely gave a brief description of the project and recommendations. Discussion ensued. The Steering Committee will continue to discuss the items and prepare the final document. Director Kiely, who is on the writing team, is responsible for writing recommendations regarding voluntary mergers and funding formulas. She also explained the difference between the MCFLS system and the MPL system and how funding is determined at the state level.

Trustee Prince asked for clarification on appointments to future taskforces. Director Kiely shared that the Steering Committee recognizes the need for input from member libraries around the state and from all types of libraries. Director Kiely will recommend that taskforces include members from outside library systems as well. Directors from several southeastern Wisconsin libraries (not MPL) have expressed interest in consolidating their systems.

Trustee Kovac inquired if the recommendations will result in reciprocal borrowing throughout the state and, if so, how that would affect MPL's collections. Director Kiely explained that, for maximum efficiency, the system would check for items by closest location first, so it is unlikely MPL would be unduly impacted. Database procurement and use operate differently because of licensing, so they would not likely be subject to the same borrowing guidelines. Larger delivery regions will result in lower total costs for all.

TRUSTEES' JOB DESCRIPTION

Trustees Smith and Kovac have worked with Director Kiely to revise the MPL Board Trustees' job description. Trustee Smith presented the updated document and explained the changes: The job description has been streamlined and reorganized for ease of reading. An opening paragraph was added to define the Board's role within the organization and the Trustees' role to be advocates and advisors for the library.

Trustee Smith made a motion to approve the revised job description. Trustee Kovac seconded. Trustee Prince commended the *ad hoc* committee for its work. She requested that the opening paragraph be added to the first page of the agenda as a reminder of the importance of the work. Motion passed.

NEW BUSINESS

MARKETING EFFORTS

Eileen Force Cahill, Community Relations and Engagement Director, gave a presentation highlighting the Library's marketing efforts over the last 18 months. The Library Communications & Marketing (C&M) team has launched several extremely successful campaigns, including the Library Loud series and the re-branded Summer Reading Program. The campaigns are intended to raise the visibility of the Library in the community and to change perceptions of the Library.

MPL has won the American Library Association's John Cotton Dana award for excellence in library public relations for the Library Loud campaign.

In collaboration with Director Kiely, C&M has created the MPL 2020 Progress Report to provide updates on successes and advancements of the Strategic Plan. MPL's social media presence has been greatly enhanced and offers a low-cost opportunity to engage with the community and library partners. C&M provides a wide variety of support for new building and redevelopment projects. Additionally, LibraryNow, Doors Open, The Big Read, Wonderful Wednesdays at MPL Express, and job fairs are just a few examples of the many programs that C&M supports. Comprehensive marketing plans, logo and branding details, signage, flyers, advertising campaigns, website maintenance, media relations, library publications, and more are managed by C&M. A new library card design was created and has been very well received. MPL-branded attire has been created for outreach services. Future projects include the new Good Hope library, a specialized brochure highlighting the Central Library, 2018 Annual Report, and a comprehensive style guide.

Ms. Force Cahill commended C&M team members Chris Murphy and Gwen Long - their efforts, support, and experience have been great assets. Trustee Cogg's stated that she would like to host a Library Loud event at Martin Luther King Library during Bronzeville Week. Director Kiely complimented Ms. Force Cahill for the great presentation and all the successes over the last two years.

STRATEGIC DISCUSSION

POP-UP LIBRARY LAB

President Bria spoke about the need for trauma-informed care and services in Milwaukee and the local initiative called Scaling Wellness In Milwaukee (SWIM), led by Marquette University's President, Dr. Michael Lovell. SWIM hopes to partner with other groups or universities to create a mobile unit designed for various community services. Dr. Bria and Director Kiely would like to explore the possibility of a mobile library lab unit to offer library outreach services at SWIM events.

Director Kiely presented a history of MPL's mobile library services, including the bookmobile and education and outreach services. She also shared photos and descriptions of various express and "pop-up" libraries from around the country. A lively discussion ensued. Trustee Murphy noted the Bookmobile was very popular in his district and that the stops were well attended and served as a social activity. Several Trustees agreed that the public would be very receptive to the idea and that this can reintroduce library services to the community. Mobile outreach would allow the library to meet people where they are, especially at outdoor events in summer. The Board is in agreement on pursuing options for this service. Director Kiely will continue researching and will report back.

ADJOURNMENT

With no further business, the Milwaukee Public Library Board of Trustees' meeting of October 23, 2018, was adjourned at 5:57 p.m.

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