



ATTENDANCE: Name	Attended	Name	Attended	Name	Attended
Douglas Armstrong (DA) School Board Rep	X	Karen Plach (KP) President	X	Nyama Reed (NR) Director	X
Jay Saunders (JS) Village Board Rep	X	Kate Tarpey (KT)	X	Jennifer Livingston (JL)	X
Allison Fantetti (AF) Librarian	X	Sarah Leinweber (SL)	X	Vacant Position	

ALSO ATTENDED: KK and TH and Clark Swanson

CALL TO ORDER: President Karen Plach called the Whitefish Bay Public Library Board meeting to order at 6:30 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NR.

2. **PUBLIC COMMENT:** None.

3. **DISCUSSION & APPROVAL of Orange Boy Philanthropy Model Proposal with presentation by Clark Swanson, Orange Boy CEO:** Clark Swanson presented the Philanthropy Center Beta model. Deadline is March 31 to opt into the beta. Use of patron database to determine which households currently use the library; no tracking or analysis of *what* titles patrons use. A survey will be sent to the email list to determine patrons' thoughts on fundraising and their potential to participate in the fundraising campaign. Patrons will be able to opt-out during this early phase. Based on survey data, fund raising profiles will be developed for the active campaign. The first 'ask' likely won't happen for 18-24 months. NR stated the Library will work with Clark's team over the next 18-24 months as the Library would be one of only 3 in the country in the Beta and as Beta participants we are able to participate at half-cost of \$7,500 (projected estimate). JS asked NR: How can this help you get done what we need to get done? NR responded that Orange Boy is more cost effective than a private consultant and is worth trying as a starting phase for the fundraising campaign; further Orange Boy leading the effort will save staff time since NR will not have to do as much of the work on her own. Estimates for private consultants, based on talking with other libraries, range from \$80,000-\$250,000 for a campaign our size.

Extensive discussion around data use concerns, privacy, and public trust. KP noted we currently use Savannah to collect basic data and send targeted promotional emails so this is a similar level of data use. DA's concern is that the library is believed to be safe space but the public may believe that data collecting impinges on that. KT how would we get non-library users interested in the fundraising. NR thinks two years down the line there will be a larger push with the public knowing we are fund raising with different methods to reach current users and non-users especially given recent news of companies tracking users without their consent. Extended discussion around moving forward in a transparent manner so the public understands how data is obtained and used, plus giving patrons to ability early on to opt out of fundraising efforts. **Motion and second to**

approve participation in Orange Boy Philanthropy Beta *Moved: DA; Seconded: JL; For: JS, KT, JL, KP*
Against: DA. Motion approved.

4. DISCUSSION of Children's Safety Policy Draft: NR presented the draft of the children's safety policy. NR will send it to the Village Manager and attorney to make sure it is acceptable from a legal viewpoint and will bring the final draft next month.

5. DISCUSSION & APPROVAL of Minutes of February 26, 2019: *Moved: JS; Seconded: DA; Approved: unanimously.*

6. DISCUSSION & APPROVAL of Finance Report Through February 28, 2019: NR summarized the finance report through the end of February. *Moved: DA; Seconded: JS; Approved: unanimously.*

7. DISCUSSION of Annual Report to the Community: NR summarized the annual report to the community. We will have the report available to the public via print copies, email and website.

8. DISCUSSION of Information Items:

a. Director and Department Reports

i. MCFLS updates

1. LDAC report from Susan and PLSR report
2. Proposed annual procedure for collecting/dispersing netted amounts for replacement, lost and manual fines (over \$5) collected at non-owning libraries.
3. Discussion: Access to electronic resources with fines over \$5.00

ii. Update on Legal Counsel and 501c3

1. Signed on with legal counsel to file our foundation paperwork.

iii. Update on Board Recruiting

1. Recommended two library board replacements to Village President for appointment. Kelley McCaskall will start 4/2019 (2 year term; finishing Tammi Giesen's term); Ellie Gettinger will start 5/2019 (3 year term; replacing Karen Plach).

iv. Yearbook Project with WFB School District

1. All yearbooks are now digitized
2. Yearbooks will not be added online at the moment due to privacy concerns from the school district.
3. E-copies of the yearbooks were provided to the school district on usb drive.
4. Library will retain e-copy on usb drive and potentially the server for future staff use.

v. TBS Printing, Privacy enhancement, Remote printing

1. Moving to a new computer software for patron use
2. Print release station
3. Wireless printing options

b. Library Building Maintenance Report

c. Library Statistics

ADJOURNMENT: Meeting adjourned at 8:39pm. *Motion: JL; Second: JS; Approved; Unanimously.*

Respectfully submitted, Allison Fantetti, Teen Services & Technology Librarian