



ATTENDANCE

<u>Board of Trustees</u>	<u>Attended</u>
Name, Position Title, Year Board Term Expires	
Kate Tarpey, President, 2020	X
Sarah Leinweber, Vice President, 2020	
Jay Sander, Village Board Representative, n/a	
Nathan Christenson, School District Representative, n/a	X
Jennifer Livingston, Member, 2021	X
Kelley McCaskill, Member, 2021	
Ellie Gettinger, Member, 2022	X
<u>Staff</u>	
Nyama Reed, Library Director	X
Katie Kiekhaefer, Head of Youth Services	X

ALSO ATTENDED:

CALL TO ORDER: President Kate Tarpey called the Whitefish Bay Public Library Board meeting to order at 6:34 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NR.
2. **PUBLIC COMMENT:** Welcomed WFB HS Government Students
3. **DISCUSSION & APPROVAL of Minutes of January 28th, 2020:** Changed incorrect spelling of discussion.
Motion to accept minutes as amended. Moved: JL; Seconded: EG ; Approved: unanimously.
4. **DISCUSSION & APPROVAL of Finance Report Through January 31, 2020:**
Motion to approve finance report as presented. Moved: JL; Seconded: NC; Approved: unanimously.
5. **DISCUSSION & APPROVAL of Annual Report to WI Department of Public Instruction:** Interpreting how the library world is currently. Physical circulation is down. Digital circulation is up but it costs more to purchase those items. On the report to the state, they only want to know physical circ of physical items, but we look at both for the monthly board report. Total collection size is down a little. This is our comfortable range for our space. Our shelves are in good order and our space is not cluttered with extra shelving. Registered user numbers are consistent. We have a high percentage of active cards in our community. Internet and wireless usage increased and are a major part of people coming in the door. Programming has remained steady. Reference transactions are up. Door count is also up. Revenues are down. Reciprocal borrowing is continuing to increase. Friends funding continues to grow, and we are putting together long term goals for them to support.
Motion to approve Annual report to WI DPI as presented. Moved: EL; Seconded: JL; Approved: unanimously.
6. **DISCUSSION & APPROVAL of MCFLS Access Cards:** Per State Statute Chapter 43, Milwaukee County is treated different than other WI counties and library systems. If you live outside of the county, you would not be able to use a MCFLS library unless you purchase a “fee card.” “Fee card” is only for the specific library where purchase, so it’s not a “system” card. Each library charges different amounts \$50-\$125. Proposing a county-wide access card for more consistency. Would not include Hoopla or pay-per-use digital items.
Motion to approve moving forward with a system-wide Access Card, to replace individual library fee cards. Moved: JL; Seconded: EG; Approved: unanimously.
7. **LEGAL COUNSEL FUNDS:** Last year the board approved to spend up to \$3,000 from fund-13. After the second bill, the numbers are nearly expended.
8. *Motion to approve additional expenditures, from Fund 13 Fund Balance, of up to \$3000 for legal assistance for the creation of 501c3 foundation. Moved: NC; Seconded: EG; Approved: unanimously.*
9. **CLOSED SESSION – Roll Call In; Roll Call Out**

10. DISCUSSION & APPROVAL of Head of Adult Services Job Description:

Motion to approve: 1) creating Head of Adult Services position; 2) replacing Community & Adult Services Librarian and Team Lead; 3) promoting Scott Lenski into new position; 4) with wage set by Library Director. Moved: NC; Seconded: EG; Approved: unanimously.

11. DISCUSSION of Strategic Plan Update:

Updating board members on the strategic plan and discussion about how to move forward and what should be edited in the strategic plan based on the library's current needs in 2020.

Discussion about strategic plan: NC made the point that the Orange Boy sample size is very small and perhaps if they had a tangible suggestion for getting people excited about fundraising, it would help us go forward. EG mentioned that North Shore renovating could also be motivating for our community and what they want for our library's space. JL wondered if a community volunteer would be willing to work on a space plan for the library (as opposed to paying.) KT questioned if we had a vision for a cool library and what that would involve for our library. EG asked if the UWM architecture school want to be involved. Do we want to tackle something like this in 2020? Or in 2021? What do we prioritize, especially as we go forward with creating the foundation? NC feels a visioning exercise would inspire people to give money, as opposed to earmarking specific funds. Are we visioning or maintaining operations? As we look at flat budgets, it does come down to maintaining operations. NC believes some kind of visioning seems important, as it is easy to communicate to people. KT thinks that as we set our foundation and as the year continues, we will need guidance for our next steps, if not a professional fundraiser, someone to facilitate. Is that possible? How do we collect good data? We haven't done focus groups in NR's time at the library, but perhaps that could be an option. If we continue to push back items on the strategic plan, do we need to update the strategic plan? Do we need to promote our own accomplishments better? Get on the cover of Bay Leaves?

12. DISCUSSION of Orange Boy Philanthropy Center Update:

As part of the testing of the Orange Boy philanthropy center, they sent a survey about donor mindset. Three test campaigns were sent out. We are one of three libraries in the Beta Testing programs. NR will be meeting with Jordan from Orange Boy at PLA. 12 donations were made from the campaign. 10 were new. Not a lot of interest in donating to support digital resources. Median age of donors was 66 year old.

13. DISCUSSION of Information Items:

- a. Director and Department Reports
- b. Library Building Maintenance Report
- c. Library Statistics

NR summarized key aspects from the department reports from all departments. Elevator work is complete. John Kearns is a contracted employee who is managing the three capital campaigns for the Village, and it is moving along. Valerie Morris accepted a promotion to full-time status and began 2/24/20. Additional information about how other departments will adjust is included. NR got her certificate in management from CVMIC. NR attended Library Legislative Day in Madison in February, met with Alberta Darling's staff, and gave a recap. NR will be attending PLA in Nashville, TN. Friends of the Whitefish Bay Library passed their 2020 budget. NR gave the highlights of the 2020 Friends budget, including the hearing loop and a/v set up for the program room. Scott Lenski will be joining the WFBPL Marketing Committee. YS cut back on programming to get through the new staff transition. Kanopy has launched.

ADJOURNMENT: Meeting adjourned at 7:52pm. *Motion: KT; Second: EG; Approved: Unanimously.*
Respectfully submitted, Katie Kiekhaefer, Head of Youth Services

Next meeting is March 24th, 2020.

IMPORTANT DATES