

**Whitefish Bay Public Library  
Library Board Meeting  
Tuesday, October 3, 2017  
Minutes—Pending**

**ATTENDANCE:**

Name	Attended	Name	Attended	Name	Attended
Douglas Armstrong (DA) School Board Rep	X	Elaine Griffin (EG) President	X	Nyama Reed (NR) Director	X
Jay Saunders (JS) Village Board Rep	Excused	Karen Plach (KP)	X	Paul Smith (PS)	Excused
Tammi Giesen (TG)	X	Krista Hutley (KH) Librarian	X	Sarah Leinweber (SL)	X

**ALSO PRESENT:** Alysse U., WFB High School student

**CALL TO ORDER:** President Elaine Griffin called the Whitefish Bay Public Library Board meeting to order at 7:00 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NR.
2. **PUBLIC COMMENT:** None.
3. **DISCUSSION & APPROVAL of Minutes – September 5, 2017:** There were no changes to the minutes. *Moved: DA; Seconded: KP; Approved: unanimously*
4. **DISCUSSION & APPROVAL of Financial Reports Through September 30, 2017:** NR summarized the financial reports through end of September. We are 75% completed for the fiscal year. In Revenue, we are starting to use the money from the restricted donation for the library's new web site, and that will continue to be spent down as the web site is completed. In Expenditures, we purchased electric hand dryers for the public bathrooms to save on custodial supply cost for paper towels, which has been steadily increasing. *Moved: TG; Seconded: KP; Approved: unanimously.*
5. **DISCUSSION & APPROVAL of 2018 Exception to Hours:** NM presented the dates the library will be closed in 2018 for holidays and staff training. Columbus Day, which will be October 8, 2018, will remain designated as a "late open" for professional training. *Moved: SL; Seconded: DA; Approved: unanimously.*
6. **DISCUSSION of Technology Update:** NM and KH presented a memo updating the 2014-2017 Technology Plan (approved by the Library Board in 2014) to account for the remainder of 2017 through 2019. The new Teen Services & Technology Librarian, as a part of the Leadership Team, will then have time to learn the library and community in order to more fully update the plan going forward. The memo includes a recommended budget for 2017-2019. While discussing the recommended purchases for 2017, EG stressed that library technology should assist staff in providing personal service, as the library is a relationship-driven institution. KH then gave an analysis of the goals and objectives from the 2014-2017 Technology Plan and how/whether they were completed up to this point.
7. **DISCUSSION & APPROVAL of Orange Boy's Savannah Product:** NM presented a memo from Scott Lenski, Community & Adult Services Librarian, on a marketing product called Savannah that we have been using on a trial basis in 2017. Savannah is a cloud-based direct-marketing product for libraries, designed to help libraries collect user data and provide targeted messages to specific subsections of the community. For example, during our trial Scott has sent brief e-mail messages to welcome new cardholders and to highlight new materials chosen by our librarians. The product helps market the library's services and raise awareness of our new brand, in a more focused way than Facebook or print ads, and can also be used for community surveys. NM recommended the Library Board approve Savannah through 2019. The Board discussed the potential beneficial uses of this product and recommended that we be cautious in keeping our messages non-intrusive and our user data private. *Moved: KP; Seconded: SL; Motion to approve the continuing use of Orange Boy's Savannah Product in 2018 and 2019 passed unanimously.*
8. **DISCUSSION of Informational Items:** NR summarized key aspects from the department reports from adult services staff, youth services staff, and circulation staff. Updates included compliments from patrons on our storytimes; a report on staffing changes at the library; and information on the Village Hall renovation and the 2018 Village budget.

**ADJOURNMENT:** Meeting adjourned at 8:59 pm.

Respectfully submitted, Krista Hutley, Adult & Administrative Services Librarian