

**Whitefish Bay Public Library  
Library Board Meeting  
Tuesday, November 1, 2016  
Minutes—Approved**

**ATTENDANCE:**

Name	Attended	Name	Attended	Name	Attended
Anne Burroughs (AB)	X	Elaine Griffin (EG) President	X	Nyama Marsh (NM) Director	X
Jay Saunders (JS) Village Board Rep	Excused	Karen Plach (KP)	Excused	Paul Smith (PS)	X
Tammi Giesen (TG)	X	Krista Hutley (KH) Librarian	X	Pam Woodard (PW) School District Rep	X

**CALL TO ORDER:** President Elaine Griffin called the monthly meeting of the Whitefish Bay Public Library Board to order at 7:01 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NM.
2. **PUBLIC COMMENT:** None
3. **DISCUSSION & APPROVAL of Minutes for October 4, 2016:** PS moved to approve the minutes of the October meeting and TG seconded. The minutes were unanimously approved.
4. **DISCUSSION & APPROVAL of Financial Reports Through October 31, 2016:** NM summarized the financial reports through end of October. Technology spending is under budget but KH and NM have a plan in place to purchase replacement computers and software improvements by the end of the year. Collection spending is under budget and has been addressed with staff, and collection purchases will soon begin being billed to supplemental funds designated from Fund 22. NM reported that the final budget meeting for 2017 with the Village of Whitefish Bay Board will be November 17. PS moved to approve the financial reports through October 31 and AB seconded. The financial reports were unanimously approved.
5. **DISCUSSION & APPROVAL of 2017 Exceptions to Hours:** NM presented the dates the library will be closed in 2017 for holidays and staff training. Columbus Day will remain designated as a “late open” for professional training, but the Board agreed the library should not close early on July 3. AB moved to approve the 2017 Exceptions to Hours and TG seconded. The motion was unanimously approved.
6. **DISCUSSION & APPROVAL of Strategic Plan--Final Product:** TG presented the final draft of the complete Strategic Plan. She reviewed a list of past Board Actions during the strategic planning process. She presented the Strategic Plan’s conclusions and final recommendations and the Board discussed those recommendations, including funding an endowment and building more successful partnerships. TG also highlighted the Strategic Plan’s Executive Summary. AB moved to approve the entire Strategic Plan and PS seconded. The motion was unanimously approved.
7. **DISCUSSION OF Design Committee Brand Process:** TG summarized the work being done by the Design Committee in building the Whitefish Bay Public Library’s brand. She explained how having a strong brand identity would help the library attract users, engage partners, and secure donors. The Design Committee has identified key aspects of the library’s essence and personality, worked on a tagline, and is currently developing a color palette that will complement the new web site design, which is ongoing. The Board discussed a possible logo re-design and the importance of keeping our local identity within the WFB

community.

8. **DISCUSSION of Informational Items:** NM summarized key aspects from the department reports from adult services staff, youth services staff, and circulation staff. NM updated the Board on recent discussions the LDAC (Library Directors Advisory Committee) have had about the viability of providing downloadable digital resources (such as through library lending sites like Hoopla) in an increasingly expensive and rights-limited market. NM also discussed Friends of the Whitefish Bay Library's eBay sales, the successful photography contest reception, and the Fall WLA conference.

**ADJOURNMENT:** Meeting was adjourned at 8:09 pm.

Respectfully submitted,  
Krista Hutley  
Administrative & Adult Services Librarian