

MINUTES
Waukesha Public Library Board Meeting
Thursday, September 13, 2018 4:45 PM
Library Board Meeting Room

Members Present: Trustees S. Ammerman, C. Deatrick, J. Fowle, K. Guilfoy, E. Helgestad, A. Riebel, and M. Ryan

Members Absent: Trustees M. Baxter, C. Lombardi, P. Kasprowicz, and R. Sura

Others Present: Library Director B. Gay, Assistant Director J. Klima, Program Development & Community Engagement Manager K. Hall, Head of Operations J. Lapaz, Children's Services Manager K. Pinkner, Technical Services Manager C. Peil, Information & Adult Services Manager A. Welch, Circulation Supervisor T. Lyons, and Special Projects coordinator J. Quinlan

1. Call to order

President Riebel convened the meeting at 4:47 p.m.

2. Public Comments

There were no public comments.

3. Approval of the minutes for August 9, 2018

Trustee Ryan moved to approve the Library Board minutes for August 9, 2018 with one small correction. Trustee Ammerman seconded, motion carried unanimously.

4. Correspondence

The Waukesha Freeman highlighted the return of the Waukesha Reads program and upcoming events. A photo from the kickoff event at the Tribute Tuesday concert in Cutler Park showed an attendee reading the featured book: *Everything I Never Told You* by Celeste Ng. (Trustee Helgestad arrived at 4:50 p.m.) Director Gay displayed a photo of a hawk that sat on top of the Library's light post outside of the staff entrance.

5. Bills

Library Director Gay reported that there were two sets of bills, including one for the credit card statement. He pointed out that the bill list included new furniture for the Director's office, Summer reading Club expenses and Waukesha Reads expenses. An invoice from Bibliotheca is for the annual maintenance on the SelfCheck machines. **Trustee Guilfoy moved to approve the September 2018 bills for \$104,056.72 and write offs of \$3,894.00. Trustee Deatrick seconded, motion carried with a unanimous roll call vote.**

6. Financial Reports

Library Director Gay reported that the financials are on target for the year. Revenue continues to be under projections, but the Library is in good shape to finish out the year as it uses its budget wisely. Year-end estimates will be available at the next meeting **Trustee Ammerman moved to approve the Financial Reports for September 2018 as presented. Trustee Guilfoy seconded, motion carried with a unanimous roll call vote.**

7. Old Business

a. Update on 2019 operating budget request

Executive Director Gay reported that the Capital Improvement Program budget moved forward at Tuesday's Finance Committee meeting. All of the items that the Library is requesting remained in the budget that the City Council will review next week. Trustee Helgestad said that the Carnegie renovation is in the budget for 2020 and the interior re-

design is in the budget for 2021, both dependent on the Library securing outside funding. A motion to remove the interior renovations was defeated.

Director Gay said that he met with City Administrator Kevin Lahner and City Finance Director Rich Abbott to discuss the Library's operating budget request. He added that the Library is in good shape, with a 3% increase from the City and a reduction in revenue of 1.37% for a total increase of 1.67%. The Library's operating budget is scheduled to be reviewed at the October 9 meeting. If possible, he encouraged the Library Board Trustees to attend. A final review and adoption of the City budget is scheduled on November 8. The Library's request for a half time custodian was not included in the revised budget. He commented that the City is concerned that fine revenue has been declining over the past several years and said that he doesn't want to have to self-fund the Library by relying on fines. Fines have a negative impact on the Library's image and tend to drive people away. He said that they can discuss this after the strategic plan is completed as he would like to review fines in general, especially for children. Trustee Ammerman said that a few years back there were no fines on children's items and she wondered what the impact was when children's fines were first instituted. Director Gay said that initially revenue increased, but it has leveled off and children's fines are relatively insignificant in the total revenue.

b. Strategic Planning update

Executive Director Gay reported that the Library's Strategic Planning Committee met on August 23 and September 5 and worked on developing a mission, vision, and service statement. The group also discussed the overall broad framework for goals to focus on. These included: renovating the facility, expanding funding, developing a cohesive marketing plan, facilitating internal improvements and meeting the needs of the community. He said that WiLS is doing a good job and he is confident that the outcome will produce a good document for internal communication and external marketing. The Committee will meet next week to continue its work on goal implementation, including objectives and activities.

8. New Business

a. Library Board education: Trustee Essential #12 – Library Standards

Library Director Gay reviewed the four documents regarding Library Standards: The Trustee Essential #12 - Library Standards, several pages from the Department of Public Instruction Wisconsin Public Library Standards, several pages from the Waukesha County Library Services Plan, and several charts showing where Waukesha Public Library compares to the state standards. He commented that the Trustee Essential has not been updated since revisions were made to the state public library standards document. He noted that the state standards are not mandated, but are suggestions of what good library services should be. It's more of a planning tool to see areas where the library can improve. Library Director Gay said that the Department of Public Instruction recently updated the Wisconsin Public Library standards. There are both qualitative and quantitative measures outlined in the questions. The result is a more concise document with a newly created three-tier system to measure library services. He also noted that technology standards have been integrated into the categories, including adaptive technology as well as the number of computers for public internet access. Quantitative standards are more detailed and he showed the Library Board several charts that indicated where Waukesha Public Library fits within the new tiers. He said that with public use internet computers, the library falls below tier one. Usage has declined over the past several years, so it really doesn't make sense to add more computers. He can review this with library managers, but will want to know what direction the Board wants him to go in. Trustee Guilfoxy asked given that the Library in some areas falls below and in some above some of the tiers, what is the best way to use the standards – as part of the strategic planning? Trustee Ryan asked if a library doesn't meet one of the standards in Tier One, then

they are not a Tier One Library? Director Gay believes that yes, this is part of the new criteria.

Director Gay said that the Waukesha County Library Services Plan is tied to funding. The standards are based on the state level of standards so all county residents can expect at least a basic level of library services. The sub-committee that worked on revising the document recommended that the term "standards" be changed to the phrase "minimum to exempt" to better reflect that the recommended levels should be considered minimum and that libraries must meet them to be exempt from the county library tax. Waukesha Public Library falls well above the minimums to exempt. The City Council must annually approve and adopt a resolution to exempt itself from the county library levy. The standards document is a good tool to identify weaknesses in the library's services.

b. Discussion/action regarding Library Policy A-5, Security and Safety manual (Planning & Policy Committee)

Trustee Riebel reported that the Planning & Policy Committee reviewed the changes made to the Safety and Security manual and are recommending that the Library Board adopt the policy as written. Head of Operations LaPaz clarified the definition of a service animal.

Trustee Riebel moved to approve Library Policy A-5, Security and Safety manual as presented, Trustee Fowle seconded, motion carried unanimously.

c. Discussion/action regarding Library Policy C-3, Loan Periods and Limits (Planning & Policy Committee)

Trustee Riebel explained that the rest of the policies under review have to do with the addition of circulating zoo passes. Technical Services Manager Peil showed the group the giraffe and elephant lunchboxes that will house the zoo passes with their matching lanyards. Director Gay said that as part of the Platypus Circle Silver membership, the Library receives two transferable passes for up to eight guests with free parking. The passes also include a discount on facility rentals and a 10% discount in the gift shop. Passes will be checked out for three days; only one pass may be checked out on a card. It was noted that the Library cannot advertise the passes outside of the building. Children's Manager Pinkner added that the Library also received 10 free passes that they will use as prizes for the Reading Without Walls program. **Trustee Deatrick moved to approve Library Policy C-3, Loan Periods and Limits as presented. Trustee Guilfooy seconded, motion carried unanimously.**

d. Discussion/action regarding Library Policy C-4, Renewal of Materials (Planning & Policy Committee)

Trustee Riebel said that Policy C-4 indicates that the zoo passes may not be renewed. The Committee is recommending approval of the policy. **Trustee Guilfooy moved to approve Library Policy C-4, Renewal of Materials as presented. Trustee Ammerman seconded, motion carried unanimously.**

e. Discussion/action regarding Library Policy C-6, Fees, Charges, and Fines (Planning & Policy Committee)

Trustee Riebel said that the Committee is also recommending approval of this policy as written. The policy states that a late fee of \$50 per day will be assessed after the third day with a maximum of \$150. The replacement cost is \$150. She added that this falls in line with what other Bridges libraries are charging for the zoo passes. It has not been an issue at the other libraries. The Committee also discussed the checkout and return procedure; zoo passes must be returned inside the library. A processing fee of \$15 is also included in the event that someone loses the lunch bag and lanyard. **Trustee Ammerman moved to approve Library Policy C-6, Fees, Charges, and Fines as presented. Trustee Helgestad seconded, motion carried unanimously.**

f. Discussion/action regarding Library Policy C-7, Unreturned Library Materials (Planning & Policy Committee)

Trustee Riebel explained that if a zoo pass is not returned within seven days it will be considered lost or stolen and will be deactivated four days after it is due. **Trustee Guilfooy moved to approve Library Policy C-7, Unreturned Library Materials as presented. Trustee Helgestad seconded.** Director Gay clarified that the pass will be deactivated four days after it is due, which would be the seventh day. **The motion carried unanimously.**

9. Reports

a. Library Board Committees: Building, Executive, Finance, Human Resources, Planning & Policy, Public Art, Ad hoc Fund Development

The Strategic Planning Committee and the Planning & Policy Committee met.

b. Director's Report

Director Gay highlighted several items from administrative reports:

- He reminded Library Board Trustees that the Trustee dinner is October 2.
- He has met with the management team to review their progress on their SMART goals.
- All managers and employees have attended training on the performance evaluation system. The process is scheduled to begin in December.
- The Library underwent an ADA (Americans with Disabilities Act) building assessment, including all bathrooms. One item that was brought to his attention was that the elevator needs a star button to identify the first floor. Director Gay will apprise the Board when the final report is received.
- Waukesha Reads t-shirts, which were designed by Manager Amy Welch, were distributed to the Board along with copies of the book, programs and bookmarks. More than half of the two thousand books have been given away. Program Development and Community Engagement Manager Hall said that a new book club was formed by Waukesha mothers and that their first book will be the Waukesha Reads title.
- Summer Reading Club statistics were the highest ever recorded. The new Community Library Liaison Michele Gagner has been working with students all summer and connecting them with the library.
- An outside engineer was brought in to evaluate the glass exterior panels after one was broken. He verbally told the Library that there are not any issues with the other panels. The Library is waiting for a final report.

c. Bridges Library System

There was no report.

d. Friends of the Library

Trustee Deatrick reported that the Friends are scheduled to meet on Monday, September 17.

e. Communication to Common Council

Trustee Helgestad said that he will continue to advocate for the Library's budget and answer the Council's questions as the process moves forward.

10. Adjournment

Absent any objections, the meeting adjourned at 5:49 p.m.

Prepared by: J. Quinlan

Approved: