

MINUTES
Waukesha Public Library Board Meeting
Thursday, February 11, 2021 4:45 PM
Virtual Meeting Conducted Via Zoom

Trustees Present: S. Ammerman, M. Baxter, C. Deatrick, E. Helgestad, K. Guilfooy, P. Kasprowicz, C. Lombardi, L. Miller, A. Riebel and M. Ryan

Trustees Absent: R. Sura

Others Present: Guests Stu Wilson and Sharon Griggins with Library Strategies, Library Director B. Gay, Technology Manager J. Klima, Special Projects Coordinator J. Quinlan, Materials Collection Services Manager C. Peil, Public Services Manager T. Lyons, Community Engagement Manager K. Pinkner, and Librarians M. Gagner and P. Mason

1. Call to order

Board President Riebel convened the meeting at 4:48 p.m.

2. Public Comments

There were no public comments.

3. Discussion/action regarding feasibility study update

Director Gay thanked Stu Wilson and Sharon Griggins from Library Strategies for joining the meeting. Mr. Wilson said that it was a pleasure working with the Library Board and that both he and Ms. Griggins as both have ties to Wisconsin. Mr. Wilson and Ms. Griggins discussed the feasibility study findings with the Library Board and were available to answer any questions. Ms. Griggins outlined the positive outcomes of the potential donor interviews. She said that in gauging support for a capital campaign, that Waukesha Public Library is well-loved, it is an integral part of the community and that the staff are responsive to patron's needs. She noted that the culture of philanthropy is strong in the Waukesha community. Ms. Griggins said that having the City invest a substantial amount for the project was a plus. While the timing of a capital campaign was in question, those they spoke with thought that it would be doable. Mr. Wilson covered the challenges for the Library. He noted that the timing to begin a capital campaign may need to wait until the situation with COVID will allow for face to face interactions. Some businesses may not be able to commit to support given the economic uncertainty. Library Strategies was not able to identify a lead gift of \$250K or more, but they did identify a couple of six figure gifts. Another challenge they identified was that the Library does not have a fundraising capacity; there is no staff or structure in place to manage a major capital campaign. He stressed to the Board that the Director cannot do it all. A campaign committee and chair will need to be put in place and this could include an honorary co-chairperson. Mr. Wilson suggested adding 5-7% to the cost of the project to cover campaign expenses. He believed that a 1.55 or 1.6 million-dollar campaign would be appropriate. Moving forward, Wilson said that delaying the launch of the campaign until late spring, identifying naming opportunities and setting up a pledge structure of 3-5 years would be important. He also noted that the Library Board should be aware that there may be competing campaigns with the Waukesha Civic Theater and the Women's Center. Trustee Ammerman asked what it would look like if the Library partnered with the Waukesha County Community Foundation. Mr. Wilson replied that the foundation is a trusted place that can accept donations on behalf of the Library, and he added that there are many donors who will not give directly to a government agency. The foundation is set up to send out tax receipts and do low level promotion, but they do not do any active fundraising; they are there for support and help. Trustee Baxter noted that every interview supported the Library and she credited and thanked the staff for working hard to meet the needs of the community. (Stu Wilson and Sharon Griggins left at 5:05 PM)

4. Approval of the minutes for January 14, 2021

Trustee Miller moved to approve the Library Board minutes for January 14, 2021 as presented. Trustee Lombardi seconded; motion carried unanimously.

5. Correspondence

Included in the Board correspondence were several Waukesha Freeman articles. The first reported on Waukesha Public Library's new puzzle exchange. Director Gay said that it is very popular addition to the services that the Library offers. Jill Fuller, Marketing and Communications Coordinator for the Bridges Library System wrote a piece on the benefits of reading. An article on skyrocketing engagement at libraries listed some of Waukesha Public Library's upcoming events. A late article sent out before the Board meeting highlighted the Waukesha County Genealogical Society and referenced the library's resources that are available for researchers. The renovation of the Carnegie Room was mentioned, and Director Gay said that the genealogy group may be a potential partner.

6. Bills

a. Approval of the bills for February 2021 meeting

Library Director Gay said that there were two sets of bills, one for year-end 2020 and one for February 2021. Trustee Deatruck questioned the costs associated with Bridges, including the Gale Courses. Director Gay responded that these charges are annual costs for the Library's share of the databases purchased through the Bridges Library System. The Wisconsin Public Library Consortium annual charge of \$12,949 is for the Advantage Program, which pays for additional electronic titles to fulfill local holds. Wait times for popular titles are much longer without the Advantage Program. Also included in the bill list is a charge of \$29,425 for design fees to Engberg Anderson Architects. This fee will be part of the CIP project for the first-floor renovation. The CAFÉ charge of \$66,438 is a payment to Bridges for annual ILS support and the amount is based on the number of user licenses. The cost for this service is divided among the member libraries. **Trustee Deatruck moved to approve the year-end 2020 bills for \$9,928.69 and the February 2021 bills for \$233,880.29 and write offs of \$2,060. Trustee Helgestad seconded; motion carried with a unanimous roll call vote.**

7. Financial Reports

a. Approval of the financial report for February 2021 meeting

Library Director Gay reported there were also two sets of financial statements, one for year-end 2020 and one for February 2021. He said that in 2020, the Library's revenue was down about \$56,000, but was also down \$133,000 in expenditures. Not all the expenses for 2020 have come through and he believed that the Library weathered 2020 well. **Trustee Kasprovicz moved to approve the financial reports for year-end 2020 and February 2021. Trustee Miller seconded; motion carried with a unanimous roll call vote.**

8. Old Business

a. Summary of manager roles in new structure

Director Gay shared an outline of the new organizational structure. Each manager was listed along with a short description of the responsibilities of their new department. He is confident that the new structure will better meet the needs of the community and he said that everyone is working hard in their new roles.

b. Discussion/action regarding pandemic response

Director Gay reported that he has been encouraged by the downward trend of new positive COVID cases. He said that he is planning on moving to the next phase of reopening by

providing additional services to the public on Monday February 22. He intends to open most of the collection to browsing with no seating available in public areas, limited computers and opening one night until 8:30 PM. Short visits will still be encouraged, and masks will be required. If the trend suddenly reverses, he will hold off on the plan. He hopes to provide more services to the public while keeping everyone safe. The City has said that masks are required in all City buildings regardless of what the State does. Director Gay also said that there may be a possibility that library staff could get vaccinated under the 1B category. Trustee Baxter appreciated Gay's ongoing attention to the safety of both staff and the public. Board President Riebel echoed that comment and said that the Board trusts Director Gay to make good decisions regarding the pandemic.

c. Discussion/action regarding first-floor renovation

Director Gay provided an updated floor plan for the first-floor renovation. Staff areas were outlined in green, meeting spaces in orange and small meeting spaces in yellow. He said that Engberg Anderson would be at an upcoming meeting and will present the final plan to the Library Board.

9. New Business

a. Update-2020 patron visitor count adjustment

Director Gay reported that the Library made an adjustment to the annual 2020 visitor count. It was discovered that there was a formula error back in the month of June that needed to be corrected. Once the formula was updated, the visitor count increased by 26,000 more people.

b. Discussion/action regarding annual report to state

Director Gay explained that a signed annual report to the State is due each year by March 1. The draft of the report is about 98% completed and he asked the Library Board to approve the document knowing that there will be some amendments made. He will bring the final report back to the Library Board at the March meeting. Some of the changes are due to the way the Department of Public Instruction has asked that programs be reported. This last year saw a blend of in-person and virtual programming. The Library is also waiting to get the year-end numbers from the Waukesha County Community Foundation so the trust fund report can be completed. He told the Library Board that they must check the box on whether the Bridges Library System is meeting the needs of the Library. He believed that they are doing a good job. **Trustee Kasprovicz moved to approve the annual report to the State with the understanding that amendments will be made to finalize the document. Trustee Deatrack seconded; motion carried unanimously.**

c. Trustee Riebel moved to convene in closed session pursuant to Wisconsin Statutes Sec. 19.85 (1) (c) to consider employment, promotion, compensation, or performance evaluation data of any public employee over which the government body has jurisdiction or exercises responsibility. The Library Board will consider the Library's Human Resources Committee recommendation regarding the Library Director's annual performance evaluation. Trustee Ammerman seconded; motion carried with a unanimous roll call vote. (5:36 PM) (Library Director Gay, Special Projects Coordinator Quinlan, Technology Manager Klima, Materials Collection Services Manager Peil, Public Services Manager Lyons, Community Engagement Manager K. Pinkner, and Librarians M. Gagner and P. Mason left)

d. Trustee Ammerman moved to reconvene in open session to consider possible action on matters discussed in closed session. Trustee Lombardi seconded; motion carried unanimously. (6:02 PM) (Library Director Gay, Technology Manager Klima and Special Projects Coordinator Quinlan returned)

- e. **Discussion/action regarding annual Library Director performance evaluation**
Trustee Kasprovicz moved to approve the Library Director's evaluation with a 2.2% salary increase retroactive to January 1, 2021 as recommended by the Library's Human Resources Committee and discussed in closed session. Trustee Ammerman seconded; motion carried with a unanimous roll call vote. Trustee Baxter moved to approve the Library Director's revised 2021 SMART goals. Trustee Deatrick seconded; motion carried unanimously.

10. Reports

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

The Human Resources Committee met. There were no other committee reports.

- b. **Director's Report**

Director Gay noted that the Director and staff report is now formatted in alphabetical order by the new organizational structure. There have been lots of activities coming out of the Community Engagement department. The adult classical music CD reclassification project is complete. The old call# system was replaced with a more user-friendly system and 1,445 CDs were reclassified and relabeled. The Library was selected to participate in a program called *Compassion Resilience Facilitator Training* conducted by Rogers InHealth-Advocacy and Awareness Services and sponsored by the Department of Public Instruction. Public Services Manager Therese Lyons, Special Projects Coordinator Joan Quinlan and Librarian Elizabeth Craft will be working on bringing the Compassion Resilience training to staff. Head of Operations Jim LaPaz worked with Technology Manager John Klima to put together an electronic maintenance request form.

- c. **Bridges Library System**

There was no report.

- d. **Friends of the Library**

There was no report.

- e. **Communication to the Council**

There was no report for the Council. Trustee Miller reported that The Council met in the new City Hall chambers for the first in-person meeting on February 4. He said that the new building is lovely.

11. Adjournment

Absent any objections, the meeting adjourned at 6:07 p.m.

Prepared by: J. Quinlan Approved: