

**MINUTES**  
**Waukesha Public Library Board Meeting**  
**Thursday, August 12, 2021 4:45 PM**  
**In-Person and Virtual Zoom Meeting**

Trustees Present: S. Ammerman, C. Deatrick, B. Forrest, P. Kasprowicz, L. Miller, A. Riebel, and M. Ryan

Trustees Absent: M. Baxter, K. Guilfoy, E. Helgestad and R. Sura

Others Present: Library Director B. Gay, Public Services Manager, T. Lyons, Materials Collection Manager C. Peil, Marketing Manager K. Hall, and Library Associate A. Lorbach

**1. Call to order**

Board President Riebel convened the meeting at 4:45 p.m.

**2. Public Comments**

There were no public comments.

**3. Approval of the minutes for July 8, 2021**

There were several corrections to the July 8 minutes. **Trustee Miller moved to approve the Library Board minutes for July 8, 2021 as amended. Trustee Ryan seconded; motion carried unanimously.**

**4. Correspondence**

Included in the Board correspondence were several Waukesha Freeman articles. Jill Fuller, Marketing & Communications Librarian for the Bridges Library System wrote a piece on welcoming patrons back to the libraries and addressed questions on what services are available and open to the public. Director Gay added Bridges has a spreadsheet that can be referenced by local libraries that outlines what services are available across the system. An article highlighting how libraries are offering outdoor programming was also included. Waukesha Public Library has utilized Cutler Park for many of its Summer Reading programs. Gay said that the benefit of outdoor programming right now is that it allows for events that would be more difficult to hold indoors, especially with the building currently amid major renovations. Jill Fuller also wrote a piece that included Bridges Library System staff reading recommendations where she encouraged patrons to head to their local libraries or to download the new app to discover the joy of reading a new book.

**5. Bills**

**a. Approval of the bills for August 2021 meeting**

Library Director Gay reported that the Library continues to have issues with roof leaks and is spending around \$30,000 per year on ongoing repairs. The roof replacement is included in the Capital Budget requests for 2022 and 2023. He is hopeful that the Common Council will support the Library's CIP request. **Trustee Miller moved to approve August 2021 bills for \$85,476.29 and write offs of \$2,063. Trustee Kasprowicz seconded; motion carried with a unanimous roll call vote.**

**6. Financial Reports**

**a. Approval of the financial report for August 2021 meeting**

Library Director Gay reported that the Library's finances are in good shape. Fine revenue is down, which is pandemic related. The Library received the payment from the School District of Waukesha, and he anticipates receiving the Bridges Library System payments by year-end. These are paid quarterly. Operating expense spending is right on target, but the personnel budget reflects an overage due to several vacancies this year. Trustee Ammerman questioned one of the formulas in the spreadsheet and asked to have it corrected. **Approval of the August financial statement was tabled until the September Board meeting.**

## 7. Old Business

### a. 2021-2022 committee assignments

Board President Riebel noted that she has completed the committee assignments as requested except she still needs Trustee Sura's preferences. Each committee will identify the committee chair when they meet.

### b. Pandemic update

Director Gay explained that there has been an uptick in cases of the coronavirus due to the Delta variant. By August 4, there was a sharp increase in the seven-day average. Though indications have cases declining over the last two days, the Library continues to have signs posted recommending masks for people entering the building. Director Gay is also recommending that staff continue to wear masks in the building. Updates are provided at daily staff meetings. It is unlikely that the City of Waukesha, Waukesha County, or the State will implement any new mask requirements.

### c. First-floor renovation/construction update

Director Gay reported that the renovation is progressing with the removal of the carpet in the old reference area. A thick layer of glue was more difficult to remove than anticipated. On Monday, new carpeting will be installed, and the non-fiction shelves will be shifted so that area can be recarpeted. After the non-fiction shelves are moved back, the fiction collection will be relocated to the old reference area. In September, work will begin on the makerspace. The new combined service desk will be located where the current Circulation desk is and will wrap around to where the SelfCheck machines are. The geofoam installation in the Carnegie floor is complete and the concrete will be poured next week. If anyone wants to look at the raised floor, they can see it from the second-floor windows in the Children's area. Director Gay added that the bubblers will be replaced with bottle fillers and a bubbler function. Included in the project are plans to relocate the server room to a smaller office area. The current server room will be converted to staff office space. This project involves electrical re-wiring and cable work. Gay said that the target date for completion of the renovation is still February. The construction team is also making headway on the Parks & Recreation outside bathroom renovation.

### d. Discussion/action regarding capital campaign update-including naming rights

Director Gay reported that a naming rights list of potential spaces with corresponding donation amounts was developed working with Library Strategies, the capital campaign consultant. He is hopeful that these areas of the first-floor renovation project might appeal to donors for naming opportunities. Any potential naming opportunities would need board approval as set forth in policies F-6, "Naming Rights and Commemoration," and F-7, "Gift Acceptance." Trustee Baxter is the chair of the capital campaign committee and Andrea Bryant and Terry Stevens have agreed to be honorary co-chairs. Cathy Bellovary has also consented to serving on the committee. Director Gay said that he still needs to identify several more interested community members willing to serve on the capital campaign committee, and he asked Board members for their help. Committee members will go through a training process conducted by Library Strategies. **Trustee Kasprovicz moved to approve the naming rights list and amounts as presented. Trustee Helgestad seconded; motion carried with a unanimous roll call vote.**

## 8. New Business

### a. Discussion/action regarding library's 2022 operating budget request (Finance Committee)

Director Gay outlined the summary review of the budget, indicating that many of the changes shifted line items to other accounts due to the new organizational structure. Some of those changes included: • Children's, Outreach, and most of the Resource Library units have been

moved into other areas. • All expenditures for books, except the \$6,000 in the Resource Library, have been moved into Material Collections. • Community Engagement, Marketing, and Material Collections all have increased numbers of staff. • The request includes a new part time custodian position. • Including revenue, the 2022 request (\$2,859,132) is 2.8% above the 2021 budget (\$2,782,474), or \$76,658, all within the guidelines set by the City Administrator and Finance Director. Trustee Kasproicz asked if the percentage of money allocated for the separate collections will remain the same. Director Gay responded that the materials collection budget holds the total for all collections, but there is an internal accounting on what is spent on each area of the collection. He added that there are no radical changes to the materials collection budget. The Library is cutting back on the reference collection, but is also increasing funds for Hoopla, so dollars are being shifted and spending is evolving as new formats emerge.

Director Gay reviewed the line-item budget and noted that he: • Increased the conference and training budget to invest in staff professional development. • Wages are up in the Building budget because of the request for a half-time custodian. A corresponding reduction to zero in the janitorial service will offset some of this cost. Building maintenance was increased to better reflect actual costs. • The account for the Marketing department is new and includes personnel as well as printing and advertising costs. • The Community Engagement Department is also a new account line. Programming dollars were tripled to account for the anticipated increase in programs. Some of these funds were shifted to Community Engagement from the Adult & Teen services program money. • The Materials Collection at \$430,000 has increased overall by \$25,000 in an effort to gain back some of the previous cuts.

The timeline for the budget process and meetings was revised. On August 31, the City Finance Committee will consider the CIP budget. On September 1, Director Gay will meet with the City Administrator and Finance Director to discuss the Library's operating budget. On September 14, The City Finance Committee will make its recommendation to the City Council on the CIP budget, with Common Council approval slated for September 21. On October 26, the City Finance Committee will review and make a recommendation on the operating budget. The final operating budget is scheduled for review and approval by the Common Council on November 2. **Trustee Ammerman moved to approve the library's 2022 operating budget request as presented. Trustee Forrest seconded; motion carried with a unanimous roll call vote.**

**b. Discussion/action regarding new library logo proposal**

Director Gay explained that it is the goal of the marketing team to develop a new logo and rebranding to be unveiled in 2022 with the completion of the renovated first floor. He introduced Marketing Manager Kori Hall and Library Associate/graphic designer Angela Lorbach. Manager Hall said that they were looking at updating the library's logo by using a clean, simple design that would represent both the City and the Library. Library Associate Lorbach explained her process for the design concept of using the fox to identify with the city and the books to identify with the library. Both are recognizable and unique to the area. The logo may also be used horizontally. She believed that the alternate design was more traditional and a safer choice. Her personal choice for a color would be a rich red. Director Gay said that for now he was looking for an approval on the design and that color choices would come later, though he did think that a single color was more effective. A black and white option would also be available to use. Manager Hall added that with the renovation, the Library would have a new color palette and the logo color would complement that color scheme. Director Gay stated that if the Board would like to see any changes, he would be happy to bring those back for the next meeting. The Board discussed the options with several

members voicing their support of the design. Trustee Deatrick did not think that the fox looked like a fox, and she did not care for the concept. **Trustee Kasprowicz moved to approve the new library logo proposal of the fox and books as presented. Trustee Riebel seconded; motion carried six to one, with Trustee Deatrick voting nay.**

## **9. Reports**

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

The Finance Committee met. There were no other committee reports.

### **b. Director's Report**

Director Gay called attention to several items from his report.

- Director Gay reported that he is serving on the planning committee for the Waukesha County Library Standards revision. The standards are used by Waukesha County to determine amounts paid by non-resident users of the library. The process should be completed by November, and he does not anticipate many changes.
- The Library hosted its first Waukesha Memory Café in Cutler Park. Memory Cafés are social gatherings for those who are experiencing early-stage dementia, mild memory loss, or mild cognitive impairment, and for their families, friends, or care partners. The Library will be holding monthly Memory Cafés and are partnering with the Parks department to use their buildings for future programs.
- A total of 1,175 Maker Kits were given out in July. Each kit comes with instructions and Director Gay was surprised at how successful these kits have become.
- The Marketing Department bid a fond farewell to the old reference desk on our social media accounts with a note and the date of demolition. The Library is looking forward to the combined service desk coming in 2022.
- Director Gay credited Marketing Manager Hall on increasing the number of Children's Facebook followers. He appreciates that the team is willing to try different approaches to engagement to see what works and what doesn't.
- Many of the collections have been temporarily re-located, which were highlighted in the Materials Collection report.

Trustee Ryan noted that e-circulation was up. She also complemented the Waukesha Reads artwork.

### **c. Bridges Library System**

There was no Bridges Library System report.

### **d. Friends of the Library**

Trustee Deatrick reported that the Friends next meeting is tomorrow.

### **e. Communication to the Council**

Given the ongoing and expensive roof repairs, Trustee Miller will report on the Library's CIP request and advocate for the roof replacement.

## **10. Adjournment**

Absent any objections, the meeting adjourned at 5:47 PM.

Prepared by: J. Quinlan    Approved: