



**SHOREWOOD  
PUBLIC LIBRARY**

## **SHOREWOOD LIBRARY BOARD OF TRUSTEES**

APPROVED MINUTES

September 12, 2012

Members Present: Catherine Hansen, Jean Gurney, Mariann Maris, Mike Schulte,  
Stephanie Snyder                      Excused: India McCause, Kim Grady  
Others Present: Charles Krause – Krause Consultants Ltd., Elizabeth Carey - Library Director,  
Angela Andre – Administrative Assistant

The meeting of the Shorewood Library Board of Trustees was called to order by President Hansen at 4:35 p.m. in the Friends' Room of the Shorewood Library.

Statement of Public Notice: Ms. Andre stated that the meeting had been posted and noticed according to law.

Citizens to be heard on items not on the agenda: Ms. Hansen motioned that a presentation on strategic planning by Mr. Charles Krause be added to the top of the agenda. Ms. Snyder seconded and this passed unanimously.

Ms. Gurney introduced Mr. Krause who is a longtime friend and associate, member of the Milwaukee Symphony Orchestra Board, and expert strategic planning consultant who has worked with companies both large and small and many non-profit organizations. Mr. Krause gave an overview of the general steps involved in the strategic planning process. Recognizing that the trustees are volunteers and have limited time to devote to this endeavor; he noted that this process could be consolidated and still result in constructive change for the library.

- The first task would be to meet (for perhaps a half day on a Saturday morning) and identify the critical issues (limit them to five to eight issues).
- The next step would be to form a team consisting of staff and Library Board members who would meet over the next four to six weeks to examine the issues, explore the options for approaching these projects, research other libraries' experiences and make them relevant to this institution.
- The full Board would then reconvene after a month so that the team can present this information and initiate a discussion resulting in a summary describing the plan. The recommendations to proceed would include:
  1. the key steps to implement the plan,
  2. the financial implications,
  3. the people assigned to the task, and
  4. deadline dates.

He also noted the importance of leaving room for abandonment of some of current or prospective procedures, projects, or ideas if they prove not to be relevant or feasible.

Mr. Krause recommended that the team consist of no more than ten people: three to four staff members along with Board members. He is volunteering his services as a facilitator in these meetings if desired.

Mr. Schulte asked how long a period of implementation should be and how often a plan should be updated. Mr. Krause advised implementation in three years or less and that it be reviewed every quarter; with the person in charge of each initiative presenting a quick update. Plans should be renewed at least annually to make sure they are relevant.

Ms. Hansen asked whether community members or members of other Boards should be brought into the process. Mr. Krause acknowledged that input from individuals outside of the organization could be helpful. Ms. Maris suggested using the plans that other organizations have already created as a starting point in order to save time. Mr. Krause agreed that most of the major issues that will come up will be researchable.

In the discussion that followed, the trustees decided that their first action in determining whether or not to take on the strategic planning process will be to research the plans of a broad spectrum of other libraries. Ms. Hansen recommends at least four and suggested using the DPI website as a resource. This should help them determine what type of backgrounds or positions they would like committee members to have, the timing of such a project, and whether or not they want to use a facilitator.

Library staff will gather this data and distribute it to the Board members for review within the next two weeks.

Consent Agenda: A motion to approve the entire consent agenda was made by Mr. Schulte, seconded by Ms. Gurney, and passed 4-0 after a vote.

#### Friends of the Shorewood Library Liaison Report

- Ms. Carey reported that the Library's 10<sup>th</sup> Anniversary Committee has been meeting and the event dates have been set for Saturday, February 9<sup>th</sup>, (an evening, possible fund raiser with catered hors d'oeuvres) and, Sunday, February 10<sup>th</sup> (a day-time event inclusive to all ages).
- Memorials have come in honor of dedicated Library Friend, Barbara Bachman and the family has requested that a heart be purchased at the auction of the public art displays. They also asked that some of the funds be used to plant trees marked with a memorial plaque outside of the library.

#### 2013 Budget

Director Carey gave a quick rundown of the information on the 2013 Proposed Budget highlights memo. She also reviewed the history of the fund balance and showed that the major RFID and reconstruction project has been paid for entirely from that fund. There was no capital expense request made to the Village for this project.

Ms. Gurney also noted the use of the reciprocal borrowing money as part of the library's operating budget.

The Finance Committee will meet with the Village Board to discuss the proposed budget. Ms. Carey will get the date of that meeting and send that information to the trustees along with the budget narrative.

Ms. Hansen requested that Director Carey provide a YDT budget report for this year.

#### Staffing Update

In collaboration with Circulation Supervisor, Carrie Babb; Director Carey informed the staff of the new positions, posted their openings, and filled the positions. The new Young Adult and Social Media librarian will be Emily Passey, who holds a MLS and has a history of experience working with young people as well as social media management. Susan Lyles, who has been working as a fill-in for clerk hours, has been appointed to the full time Library Associate position. Having this new position will free up the Librarians to spend less time at the reference desk and allow them more time to work on creating programs, etc.

#### Fines & Fees

This item has been tabled for a future meeting.

#### Construction Project Update

The construction company expects to pull their equipment by this Friday. The architects will be coming in to do a punch list (checking the work and seeing if anything needs finishing). The area will be left covered and unoccupied until all work is completed to their satisfaction. Director Carey is asking permission for an early closing time one day next week to facilitate moving everything into the renovated area. This process would be too disruptive for completion during operating hours. Patrons would be notified as soon as possible with various postings and announcements made in the schools. Ms. Maris motioned that Director Carey be authorized to close the Library at 6:00 p.m. on whichever day she and her staff determines most feasible during the week of the 17<sup>th</sup> of September, 2012. The motion was seconded by Mr. Schulte and passed unanimously after a vote.

#### Boopsie and Shoutbomb

MCFLS has coordinated and negotiated purchase of these two applications.

*Shoutbomb* is a text messaging service which, if a patron signs up and “opts in” will send library notifications (hold ready for pick-up, etc.) via text message and email.

*Boopsie* is a native app for smart phones which connects the user directly to the library catalog, a calendar of library events and social media for each particular library. All member libraries would need to participate and the cost would be \$370 a year for a three-year commitment. Another major feature of this app is that it allows for one-click access to download Overdrive titles. It also includes the ability to enter a barcode from any book (in a bookstore, for example) to check for its’ availability in the library.

Both of these services would be free to library patrons. Ms. Hansen noted that marketing will be key to encourage their use. In the meantime, Ms. Carey will ask the new YA/Social Media librarian to conduct a survey to determine how social media is used in this community.

### Trustee Essential Handbook Discussion – Chapter 3

This chapter discusses the Board Bylaws, therefore the Bylaws for the Shorewood Library have been distributed to the trustees for review. In order to give each member time to look over the document, this topic will be tabled until the October agenda and Chapter 43 of Wisconsin Statutes (as referred to in the bylaws chapter) will be made available.

### Other Informational Items

- Ms. Hansen reported on the visit of a contingent of South Korean Librarians as organized by the UWM SOIS. They came from various types of libraries all over South Korea and asked to have a tour of a public library here. Ms. Carey obliged and welcomed the group here to the Shorewood Library. Ms. Hansen extended her and the Dean's thanks for Ms. Carey's efforts. The visitors were enthusiastic and very grateful for the tour and expressed how much they enjoyed the experience.

### Action Items for Future Consideration

- Mr. Schulte will report on his budget conversation with the Village Manager.
- Strategic Plans of other libraries will be researched and distributed.
- Review of Board Bylaws / Chapter 3 Trustee Essential Handbook
- Fines and Fees review
- 2012 YTD budget numbers report

Adjournment: Ms. Maris motioned; Ms. Gurney seconded, and the Board unanimously agreed to adjourn at 6:00 p.m.

Recorded by Angela Andre, Administrative Assistant and submitted by Beth Carey, Director of Library Services.

A handwritten signature in black ink, appearing to read "Beth Carey", is written in a cursive style. The signature is positioned in the lower right quadrant of the page.