



**SHOREWOOD
PUBLIC LIBRARY**

SHOREWOOD LIBRARY BOARD OF TRUSTEES

APPROVED MINUTES

November 14, 2012

Members Present: Catherine Hansen, Jean Gurney, Mariann Maris, India McCause,
Mike Schulte, Stephanie Snyder

Excused:

Others Present: 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.

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

Ms. McCause requested that the Director present highlights of the past month in the report rather than day to day scheduling details. Some of the trustees stated that in order to be more informed about the services that the library is providing to the community, they had recently requested the day to day schedule be part of the report and would like that information to continue to be provided for a while. Ms. Gurney noted that the report can change and evolve over time.

Ms. Hansen asked about the 57% use of the new check-out machines as of the end of October as noted in the Director's Report. Director Carey believes that our library users are quickly learning the ins and outs of the new system; particularly that it requires knowledge of their library card and pin number. Once these things become habit for most patrons, she predicts that the rate of use will rise to 80%. Ms. Maris noted her observation of the clerks' willingness and enthusiasm to coming out from behind the desk and assist patrons in using the new hold pick-up and check-out area.

Friends of the Shorewood Library Liaison Report

Ms. Carey stated that:

- Julia Pandl, local author of *Memoir of the Sunday Brunch*, will be here to do a talk this Saturday,
- Plans continue for the 10th (building) and 110th (Library) anniversary celebrations. Save-the-date cards have gone out asking members of the community to request a formal invitation.

Mission Statement

Ms. Hansen suggested that the trustees review the current mission statement and that a smaller group meet to discuss suggested changes to be presented to the full board. Ms. McCanse and Ms. Snyder volunteered for this task.

Review of Board Bylaws & Chapter 3 of the Trustees Essential Handbook

Ms. McCanse suggested that Board governance be articulated somewhere in the bylaws. She elaborated, stating that there should be a “means to an end” system wherein the Board sets direction or goals for the library (could involve strategic planning) and the staff takes care of the means to achieve those goals. Mr. Schulte agreed that these two elements of duties and governance are complementary.

President Hansen reminded the Trustees that Chapter 43 of the Wisconsin Statue outlines the roles and abilities of the Library Board and noted that a library board can adopt policies that are different from a municipality’s policies. However, those policies will be reviewed by the municipality. She suggested that this item be tabled until the next meeting so that each Trustee can review the universal policies to see what overlaps with ours and to make suggestions for changes in compliance with Chapter 43 of the Wisconsin Statue. Ms. Hansen added a suggestion that. they be more specific about the time of their annual meeting and designate it to be in March; as stated in Acticle 2, Section 3 of Trustee Essential Handbook Chapter 3:

A nominating committee shall be appointed by the president three months prior to the annual meeting and shall present a slate of officers at the annual meeting. Additional nominations may be made from the floor at that time.

Motion to change the order of the agenda

Made by Ms. McCanse and seconded by Mr. Schulte to move the Human Resource Manual discussion to the last item on the agenda. This passed unanimously after a vote.

Other Informational Items

- Director Carey announced the retirement of Circulation Supervisor, Carrie Babb in January of 2013. Carrie has been with Shorewood library for twelve years and her personality, experience, knowledge, and supervisory skills will be greatly missed.

As is the case when any employee leaves, that position will be evaluated. Ms. Hansen iterated that the circ supervisor position is often responsible for managing the largest number of employees. It requires scheduling and training duties as well as patron interaction and coordination of circulation services. She suggested that the Board consider creation of an assistant director position. Ms. Carey will explore different options including the addition of an assistant director position. She is requesting various job descriptions and exploring other scheduling models from area libraries in aide of this.

- Ms. Hansen suggested acquiring the Freegal music provider for Shorewood residents. Director Carey stated that staff has examined it in the past and deemed it not worth the cost because of its limitations. They will reexamine it to see if anything has changed.

Action Items for Future Consideration

- Mission Statement
- Bylaws / Trustee Handbook Discussion
- Fines and Fees

Closed Session – Human Resources Manual

At 5:30 p.m. Ms. McCause motioned to adjourn into closed session under the provisions of sec. 19.85(1)(c), Stats., for the purpose of discussing employment, promotion, compensation, and performance evaluation of employees over which the governmental body has jurisdiction or exercises responsibility. And 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session more specifically consideration of changes to employee manual. This was seconded by Ms. Snyder and passed unanimously.

Mr. Schulte motioned to reconvene into open session under the provisions of section 19.85(2) Stats., seconded by Ms Gurney and this passed after a vote.

Mike Schulte motioned, India McCause seconded approval of the human resource manual with one modification: employees will earn 3 weeks of vacation after 5 years of service. Passed unanimously.

Adjournment: Mr. Schulte motioned; Ms. McCause 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.

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
CHECKOUTS													
2011	29,383	26,538	32,061	30,693	29,542	32,267	32,296	33,233	28,197	29,434	28,986		332,630
2012	31,277	30,102	31,181	29,264	28,176	32,317	33,054	30,398	25,536	27,664	26,871		325,840
CHECKINS													
2011	25,063	22,005	25,894	26,022	24,782	25,887	27,446	28,850	23,357	24,930	24,337		278,573
2012	25,656	24,538	25,785	24,446	23,424	25,614	29,211	26,417	21,224	23,098	22,293		271,706
REFERENCE QUESTIONS													
2011	1,875	1,632	1,619	1,992	1,403	2,035	1,565	1,838	1,641	1,548	1,392	1,301	18,540
2012	1,705	1,563	1,493	1,522	1,472	1,611	1,303	1,235	1,104	1,323	1,059		15,390
PROGRAM ATTENDANCE													
2011	212	447	292	689	621	2,203	1,321	39	281	554	623	32	7,282
2012	158	518	441	516	1,043	1,431	2,345	0	201	404	978		8,035
PATRON COUNT													
	closed one day in Feb '11 due to weather												
2011	14,356	13,164	16,450	15,926	14,945	17,307	16,694	16,538	15,103	16,013	15,292	12,113	171,788
2012	15,124	16,094	16,945	15,431	15,550	17,265	17,141	15,578	14,342	16,465	15,115		175,050
COMMUNITY RM MEETINGS													
2011	44	51	53	51	56	34	36	27	52	48	58	38	510
2012	26	36	50	40	47	24	36	27	23	27	36		372
TITLES ADDED													
2011	677	554	778	658	581	629	650	705	565	635	878	167	7,310
2012	639	532	477	447	594	740	559	760	594	1,186	936		7,464
CLASS VISITS/PROGRAMS													
2011	11	26	14	30	30	64	11	2	12	17	31	1	248
2012	8	27	12	26	49	43	25	0	11	22	35		258
LAPTOP CHECKOUTS													
	March 2012 all laptops used for conversion project												
2011		16	4	10	2	0	1	0	8	11	8	9	60
2012	11	15	0	0	2	4	4	0	0	16	12		53
COMPUTER USERS													
2011	3,763	3,569	4,181	3,867	3,912	3,907	3,978	4,286	3,670	4,206	3,881	3,704	43,220
2012	4,022	3,885	4,179	3,959	3,897	3,760	3,719	3,878	3,918	4,174	3,576		42,967
WIRELESS USAGE													
2011	364	354	442	380	359	392	395	420	406	447	461	426	4,420
2012	525	575	566	554	574	473	545	498	530	668	539		6,047
HOLDS PLACED													
2011	4,112	3,476	4,279	4,016	4,080	3,975	3,824	3,774	3,885	3,971	4,062	3,571	43,454
2012	4,620	4,270	4,523	4,049	4,273	4,323	4,387	4,306	3,559	3,961	3,886		46,157
PAGING SLIPS RECEIVED													
2011	2,202	2,130	1,940	1,644	2,097	1,710	1,710	1,359	1,716	1,491	1,160		19,159
2012	1,072	1,652	1,428	1,859	1,832	1,382	1,226	962	848	1,103	1,311		14,675
HOLDS PULLED													
2011	520	444	501	416	489	444	397	438	457	451	395		4,952
2012	481	452	418	462	468	488	440	541	422	548	424		5,144
RECIPROCAL BORROWING													
2011-2012	Oct. 6,738	Nov. 6,615	Dec. 6,113	January 6,579	February 6,682	March 5,766	April 5,732	May 4,936	June 5,443	July 5,401	August 3,787	Sept. 4,024	13,353
2012 -2013	5,711	5,582											11,293

To: Library Board of Trustees
 Fr: Beth Carey, Director of Library Services
 Re: Director's Report - November

Date	Program	Description	Sessions	Attendance
	Class visits in Library	Classes come here from Atwater	7	184
	Story time	Thursday morning for preschoolers	3	33
	Story time	Toddler	4	130
	Story time	Lapsit	4	145
11/1	TAB Mtg	Teen Advisory Board	1	10
11/03	National Gaming Day	Board and other games for families	1	17
11/08	Author Visit	Author John Flanagan	1	85
11/10	Saturday Special	Yoga and Story Telling	1	26
11/17	Author Visit	Julia Pandl sponsored by Friends and Boswell	1	52
11/26	Class Visits	Emily went to Shorewood Intermediate School	10	243

Continuing Education

- 11/14 Emily Passey webinar Children's Cooperative Book Center on young adult fiction
- 11/15 Emily Passey webinar "Get your Library on Goodreads" sponsored by Good Reads and Library Journal
- 11/15 Emily Passey and Beth Carey attended a program hosted by the Shorewood BID on effective usage of social media
- 11/19 Emily Passey and Adam Bowser attended MCFLS Reference Committee meeting with special topic on using Face book well
- 11/30 Emily Passey program by MCFLS staff on Overdrive
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Director Activities

- 11/1 Library Director's Advisory Council
- 11/6 Department Head meeting
- 11/12 Anniversary Committee meeting
- 11/17 hosted Pandl author visit
- 11/19 attended Village Board meeting with review and approval of 2013 Budget
- 11/28 Friends Board meeting

Social Media

Staff have been moving forward with organizing the library's use of social media. There are still policies and procedures to be developed; however an important first step has been taken. We have moved from our current enewsletter software to a subscription with Constant Contact. The current program, from Dear Reader, was created to distribute reading lists via a newsletter format. The company incorporated a feature to allow libraries to create custom newsletter, however this was not the primary intent of the software. Constant Contact is a leader in email and social media marketing and will provide a reliable and robust platform for our newsletter. The Manager's Office has been using this platform for some time and has been pleased with the service.

CountyCat Mobile

The delay in committing to Boopsie as a vendor for our mobile presence will cause a disruption in mobile service. The contract between MCFLS and the current vendor expires at the end of 2012. A successful implementation of a mobile product from Boopsie cannot happen by January 1, 2013. We will make efforts to communicate with the residents and assure them that a mobile presence – improved presence – will be available shortly after the new year. Libraries will be able to have event calendars on the new mobile product. It is up to each library to use a calendar format compatible with Boopsie and we are looking at switching from Google calendar to a more sophisticated product.

System and Resource Library Administrators Association of Wisconsin

This organization includes administrators from all systems and designated resource libraries. They meet quarterly to handle state-wide legislative and policy issues that impact public library service in Wisconsin. There are currently 17 library systems in the state; over the past several years this large number of systems has been questioned. Jim Gingery, MCFLS Executive Director has reported that SRLAAW is scheduling a retreat to discuss the possible efficiencies and/or problems of combining existing systems. Because of our size, Milwaukee County is exempt from several provisions in the statutes with which other systems must comply.

