



**SHOREWOOD  
PUBLIC LIBRARY**

## **SHOREWOOD LIBRARY BOARD OF TRUSTEES**

### **APPROVED MINUTES**

March 13, 2013

Members Present: Catherine Hansen, Jean Gurney, Martin Lexmond, Patrick Linnane,  
India McCanse, Mariann Maris, Stephanie Snyder

Others Present: Elizabeth Carey - Library Director, Joe Rice – Assistant Director, Angela  
Andre – Administrative Assistant

The meeting of the Shorewood Library Board of Trustees was called to order by President Hansen at 4:05 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: A student observer was present.

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

#### Annual Report for DPI

This is to determine the Board's answer to whether or not DPI effectively performed their duties in the past year. As explained in her memo, Director Carey recommends signing in the affirmative. Ms. McCanse motioned that the Board sign in accordance with the Director's recommendation. This was seconded by Mr. Linnane and passed unanimously after a vote.

#### Cash Handling Procedure

After the trustees reviewed the procedure Mr. Linnane inquired as to whether it had been reviewed by auditors. Director Carey explained that this current procedure was developed as a result of a previous audit and that she would certainly provide it if any auditors asked to see it. Ms. Hansen noted a typo to be corrected on line 31 of the document.

#### Early Literacy Center

Children's Librarian, Heide Piehler, will be making a presentation to the Friends on the concept of an Early Literacy Center, how other libraries have created them and possibilities for Shorewood. Director Carey explained that the idea of the project is to create a space in the library that will promote early literacy for children from birth to four years old in the form of letter knowledge, print motivation, sound, speaking, and vocabulary. Memorial donations were designated to go towards this project and funds raised through the Anniversary celebration were also earmarked for this endeavor. It would include such things as manipulatives (Legos, building blocks, etc.), imaginative playthings, and comfortable furniture for children /parent and children interaction. Staff is currently researching the concept and deciding on the appropriate space in the library. Ms. Hansen asked if the idea was to have programs within the space and Ms. Carey stated that programs would likely remain in the

Friends' room but the chosen space will be dedicated to children's activities and children/parent interactions. After a question from Mr. Linnane about the presence of technology in the space, Ms. Carey stated that AWE Early Literacy Stations have been purchased and will be installed in the chosen area. They are preloaded with educational software and games and have child-friendly keyboards. The next step is to identify the space and come up with a budget. Friends and library staff may seek other donations if necessary. After general questions about permanence and the suggestion of fixtures on casters from Ms. Snyder, Ms. Carey noted that she is reluctant to use anything fixed to one spot and is looking into options for mobility.

#### Friends of the Shorewood Library Liaison Report

Although Ms. Gurney was unable to attend their last meeting, she reports that the Friends were pleased with the outcome of the Anniversary events. The fundraising event generated \$1,030, a portion of which will go towards the Early Literacy Center. Ms. Gurney and the Friends wanted it known that the staff of the library did a significant amount of deep cleaning to get the space ready for the Anniversary events. Ms. Gurney also mentioned the success of the Read-a-Thon celebrating Dr. Seuss' birthday, an event held last Saturday which was organized by Librarians Heide Piehler and Emily Passey and featured local celebrity readers.

#### Mission Statement

This discussion comes after the trustees have reviewed information about mission statements in general and several examples of statements drafted by other libraries. Ms. Hansen asked the Board if and how they would like to proceed in collecting input from the staff and community members. Ms. McCanse volunteered to take charge of choosing fifty people to survey on what the library is to them and what they think it could be. This is a way to gather information from community members who do not currently use the library but that we want to attract.

According to Ms. McCanse, this process will result in a more comprehensive Mission Statement and is also a significant step towards strategic planning.

Ms. Hansen thought it would be more efficient to poll a mix of current and low users and cited a study which found that most community members who do not use the library will likely never use the library. Ms. Gurney suggested that the mission statement first be formed and then the trustees can ask how they can fulfill it.

Ms. McCanse noted that the purpose of the polling is to gather themes, not ask others to write the statement. She believes they owe it to the community to ask them what they need from their library. Ms. Snyder argued that a mission statement should be general enough so that it will guide decisions made in the library but not so narrow as to restrict changes as the needs of the community change. Mr. Linnane noted that one reason to talk to the community is to find out if what this Board and staff wants to communicate is being received. Mr. Lexmond added that such a process can surface priorities. Ms. Gurney argued that the idea of polling the community is a separate issue from the mission statement and most members of the community are likely unaware of our mission statement. Mr. Linnane suggested that this is part of the problem. He stated that he had difficulty finding our mission statement on the library's website and that it should ideally be in the forefront and act as an invitation for people; making readers curious to explore the library further.

(Ms. Snyder left the meeting at 4:30)

Staff input, as presented by Director Carey, was that the current statement is, in general, dated and needs updating. They pointed out that it does not address the role of technology and makes no reference to those patrons who use only the space without using any of our services. She added that these ideas amount to a lot to encompass in one statement.

Ms. Hansen posed the question, “How do you balance wordsmithing, inviting people, and communicating properly?” Although it would better inform library actions as they go along, in her estimation such an undertaking could take at least six months. Mr. Linnane proposed that it does not have to be an intensive but rather a percolating process with time given to discuss and decide upon a common platform and agree on the purpose of the mission statement. Ms. McCanse advised that the first step should be mapping factors such as the purpose of the mission statement and options for the process; then sending it around to the trustees for comments and discussion at a future meeting.

Ms. Maris questioned the role of the Board under the bylaws with regard to creation of the mission statement. She wondered if the parameters extended beyond the staff and Board and into the community. Mr. Linnane stated his belief that it is the charge of this Board to create the mission statement and they need to decide how to handle that charge. It was Ms. Maris’ belief that the mission statement is designed in collaboration between Board and staff for the purposes of efficiency. Ms. Gurney asked how they might do that. Do they gather all of their ideas about what they want the mission statement to communicate and then give them to the staff to form the statement?

Mr. Linnane still thinks there is room for community engagement and determining how our statement is interpreted by the public - including those who do not utilize the library. Ms. McCanse agreed that they should not be insular but rather ask outside of themselves and discuss themes and content with the staff and the community. Superintendent Lexmond agreed that it wouldn’t be fathomable for example, for just one administrator to create a mission statement. He described his experience in creating a mission statement for the Kohler School District where they took on a process involving surveys, a wordsmithing team, revising and finalizing over a year-long period. Ms. McCanse also noted that it would speak well of the library to open communication and invite input and Mr. Linnane added that results may also celebrate current services and affirm what staff is already doing. As they begin capturing data, big themes will surface and they can get a beginning base to start prioritizing. The trustees discussed the factors that would make the library’s considerations different from those of the school district. Ms. Maris wondered if it might be difficult to get input from those who feel the library is already serving their needs, but Mr. Linnane believes the opposite will happen.

Ms. McCanse suggested bringing in someone to lead the process and recommended Sue Kelley of Shorewood. (Sue Kelley Consulting) Mr. Linnane stressed the importance of balancing patience and momentum in this undertaking and agrees that it would be beneficial to get process and timeline outlined by a professional. President Hansen thinks Sue Kelly should be contacted to determine her availability, fees, and interest in the project. Then, this Board can decide if they want to engage her services. She suggests that Ms. Kelley could aide in gauging the community’s ideas about the library and run one or more focus groups to help define what they think is important, what is vital, and what is wanted in regards to the library. Mr. Linnane said this could be a precursor to drafting the mission statement to guide this Board’s deliberation. This information could also inform any future planning for the library. Ms. Maris sees this as two separate operations: determining the perspective of the community, and creating the mission statement. Although Mr. Linnane agreed, he also thinks the first is

meant to inform the second. Ms. McCanse put forward a motion to run one or more focus groups to discover the community's feeling about the library and to inform the process of mission statement development. Mr. Linnane seconded. After a brief discussion wherein they considered the involvement of a consultant who may determine the process, President Hansen presented and the trustees agreed to a friendly amendment to the motion. It states that Ms. Hansen will contact Sue Kelley, a local consultant, about employing her services to help the Library Board engage the community in the efforts of future planning and development of a mission statement. Ms. Maris seconded this motion and it passed after a vote.

#### Trustee Essential Handbook – Chapters 8 and 9 –*Developing a Library Budget and Managing the Library's Money*

The discussion of these chapters prompted a discussion about the financial reports that are provided by the Director to the Trustees. Director Carey explained that by law, the Board is sent a budget report for approval and then the bills are processed and paid. Often they are not accurate to the exact date of the Board meeting because of the time lag between the date we receive the bills, the date of the meeting, and the deadline by which the bills need to be paid. Ms. McCanse finds that an acceptable procedure.

When the official 2012 audit of the Village is complete, the final report from 2012 can be presented to the Board. Because of the new financials system, Director Carey is still determining the best formats of the reports. Ms. Gurney wondered if the Board actually needed the monthly financial reports. Ms. McCanse and Ms. Hansen noted that the reports give them an idea of where the library is in its' spending and for projecting what will be left for the year. Ms. Gurney suggested that a quarterly report would suffice for this purpose. Ms. Maris noted that large discrepancies in the budget are highlighted by the Director during these budget reviews.

Director Carey will continue to provide a monthly budget report.

#### Employee Compensation

This item will be tabled until the April Meeting.

#### Director's Goals

The goals were distributed at the last meeting. Ms. Gurney recalled the discussion regarding creating a system of staff evaluation. Director Carey stated that she has added that to her list. She distributed the chart she created to track project and goal progress. Some of the steps still need fleshing out and Ms. Carey would like to find better language to explain the idea of "increasing the library's visibility in the community". President Hansen asked for monthly updates on the items on the chart.

#### Other Informational Items

- Joe Rice was introduced as the new Assistant Director for Shorewood Library.
- Ms. Maris brought in an article featured in USA today about the changing services of libraries. She referenced the various unusual items such as tools that are now being checked out to library patrons.

#### Action Items for Future Consideration

- Employee Compensation (Step System)
- Conversation with Sue Kelley

Adjournment: Ms. Maris motioned; Ms. McCanse 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 cursive script, appearing to read "Beth Carey". The signature is written in black ink on a white background.