



Shorewood Library Board of Trustees

June 10, 2015 – Approved Minutes

Trustees Present: Maggie Marks, Jean Gurney, Patrick Linnane, David Weissman

Trustees Excused: Mariann Maris, Alex Handelsman, Marty Lexmond

Others Present: Assistant Director Emily Passey; Administrative Assistant Angela Andre

Call to Order: At 5:04 p.m. the meeting of the Shorewood Library Board of Trustees was called to order by Ms. Gurney 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: Mr. Linnane motioned for approval of the consent agenda with the exception of the monthly budget report which will be pulled for discussion; motion seconded by Ms. Gurney and unanimously approved.

Items Pulled from Consent Agenda: Mr. Linnane asked about the low fine revenue reported on the monthly budget report. Ms. Passey believes that the intake of fines are higher during some periods than others and that the current report is not an indication of what it will be by the end of the year. Ms. Andre noted that we also receive e-Commerce payments through MCFLS that are distributed quarterly.

Mr. Linnane inquired about the status of the Library budgeting process. He asked if the Library Board's Finance Committee has been established this term. He suggested that Assistant Director Passey reach out to the Village Manager to ask where the library should be at this point in the process. Ms. Passey will ask at the next Village Department Head meeting. Mr. Linnane offered his assistance where needed.

Friends of the Shorewood Library Report

Ms. Gurney reported:

- **An Ad hoc committee formed to determine how and what could be purchased if the Friends gave a grant for library collections.**

The Friends have committed \$3,000 to work with librarians to build up parts of the collection as staff deems most beneficial.

Mr. Linnane wondered if there were any suggestions regarding collection needs gleaned from the most recent patron survey. Ms. Passey stated that she is aware of the needs in the collection and will ask for additional input from Library staff. Ms. Gurney mentioned that Librarian Hayley Johnson is on the ad hoc committee.

- **The Friends have contracted with a literary actress who performs a Jane Austen program.**

The program will be held in April 2016 as part of National Library Week.

- **At their last meeting, the Friends approved funding in the amount of \$600 for the Teen Summer Reading program**

Annual Meeting / Election of Officers

Ms. Gurney motioned that this item be tabled until the September meeting. All in attendance agreed; Mr. Linnane seconded; motion passed.

MCFLS Strategic Plan

The Trustees were given copies of a document MCFLS Director Bruce Gay drafted to outline some results of the recent Milwaukee County Federated Library System Strategic Planning meeting. Ms. Passey explained that although the strategic plan is not finalized, work is in progress to determine what services can be put in place in the near future. The Assistant Director also explained that any proposed changes to services would not occur until 2017, however, for a proposal to be made in 2016, the document must be signed off on by the end of this year.

As background information, Ms. Passey explained that reciprocal borrowing amounts for 2016 are locked in (and will not change based on 2016 numbers). Mr. Weissman asked how MCFLS is funded as a resource library and Ms. Passey explained that they receive state and member services funding; no county funds. This is not a stable source of funding. The majority goes to Reciprocal Borrowing which has become essential to Shorewood Library's operating budget.

Assistant Director Passey reviewed some of the items on Mr. Gay's document. MCFLS is proposing changes to the way that that services are shared. There may be some reduction in costs of things that we pay to MCFLS so, while some services may be reduced, others which were previously unavailable or already in place may be provided at lower rates.

MCFLS Staff and Sierra support (Sierra is the ILS Library Database) are items that will not be touched.

Ms. Gurney asked for clarification that Bruce Gay is explaining these provisions because in order to begin them, they will be cutting reciprocal borrowing. Ms. Passey confirmed this and noted that the reduction of reciprocal borrowing will be incremental. Mr. Gay is proposing incremental reductions over several years and Ms. Passey thinks it likely we will not notice the changes because of the reduced pricing of some services. Mr. Linnane asked whether reciprocal borrowing was at risk. Ms. Passey thinks it unlikely because that money has become too important for member libraries.

Some of the service additions proposed in the document were as follows:

- Subscribing to "Collection HQ" – a service providing valuable collection analysis and development tools. According to Ms. Passey this is a highly desirable service that is too

expensive for Shorewood as an individual library but could be provided through MCFLS.

- Use of a leasing service which would aid in providing access to high-demand books without the cost of purchase for permanent collection.

Ms. Passey emphasized that these items are proposals only and the suggestions came from service improvement ideas at the recent MCFLS strategic planning meeting.

- A Marketing Program that would service all member libraries was proposed. Ms. Passey thinks this would benefit all member libraries as well. It could serve to educate the public about our services, produce materials that every library could have, and allows for creation of a marketing budget line.

Ms. Gurney asked who ultimately would decide which services would be acquired. Ms. Passey answered that the MCFLS Board would make the final decision but changes also depend on agreement of the Library Director Advisory Committee. The Directors would need to make a statement of agreement to the terms and the decrease of reciprocal borrowing.

When asked her opinion, Assistant Director Passey stated that she believes reciprocal borrowing should not be an increasing part of our budget since it is an unreliable source of income. She thinks Shorewood Library would manage with the cuts because adjustments can be made to the collection, enhanced services from the Library System would benefit us, and we also have the support of the Village and the Friends group.

Ms. Gurney agreed about the Friends and thinks that they have the potential to raise more money. She noted that especially in light of the current political climate, DPI (Department of Public Instruction) funding could be cut from the budget and then everyone would have funds cut. Ms. Passey added that it is a unique situation for a county federated system to have no county support.

Ms. Gurney asked the trustees present if they would be against the proposed cuts to reciprocal borrowing in principle. The Trustees expressed general agreement with the proposed changes to reciprocal borrowing. Mr. Linnane regards the proposal as a respectful and thoughtful plan that cares about service.

Fine Forgiveness Proposal

This item is being introduced by Assistant Director Passey because of an idea discussed at a recent Wisconsin Association of Public Libraries (WAPL) Conference. She has discussed the concept with Board President Maris who suggested holding a fine forgiveness day or event. Ms. Passey explained that any fine payments we receive are those collected for overdue items and damages. If the patron pays at our library, we keep the payment no matter which member library the item came from originally. We do not receive the payments made for *replacing* items belonging to other libraries.

At a recent WAPL (WI Association of Public Libraries) conference, representatives from Lester Public Library in Two Rivers, WI, talked about their experience holding a fine-forgiveness day. It was advertised as a day to forgive overdue fines with a maximum limit. The Two Rivers staff reported taking in more fine payments than usual on that day.

Another benefit of the promotion is simply bringing people through the door, sometimes to reactivate their library cards. In the case of Shorewood, there is a set amount of fines that need to be paid off before a card can be used again. If a card has more than \$5 worth of fines, it will be frozen, but if it is paid down to below \$5 it will be active.

Ms. Passey was unaware of other libraries in our area that have held such a promotion but she likes the idea and suggested it may be initiated around the start of the school year. Ms. Passey would research and come up with a plan for implementation of the event, find out if any MCFLS libraries have done it and if there were any problems that arose. It may also be a possibility for a group of libraries to promote this as a joint endeavor or one day event.

Ms. Gurney asked Assistant Director Passey to draft a proposal to present to the Board.

Other Informational Items

- Mr. Linnane commented on his involvement with the Combined Community Services Board whose focus is accessibility for people with disabilities. They have come up with a campaign which involves a contest to create a new logo. Mr. Linnane thinks this may be a good idea for the Library as well. He proposed holding a contest that would encourage people to create a logo around a phrase such as “Why I use the Library”. He said it could add something to add to our marketing in the community.
- Ms. Gurney reported that the Public Art Committee has been doing an inventory of all of the artwork in the library. They intend to create a place-making, interactive map for all of the art in the Village.
- The Library Board noted their appreciation and thanks for the service of Dr. Marty Lexmond who will be leaving the Shorewood School District to lead the West Allis-West Milwaukee School District.

Adjournment: The Board moved into Closed session at 5:50 pm, moved out of Closed session at 6:20 pm, and adjourned immediately thereafter, with Pat L. moving, David W. seconding, and all in favor.

Recorded by Angela Andre, Administrative Assistant and submitted by Emily Passey, Library Assistant Director.