



SHOREWOOD LIBRARY BOARD OF TRUSTEES
July 13, 2016 – APPROVED MINUTES

Trustees Present: Mariann Maris, Jean Gurney, Maggie Marks, Alex Dimitroff, Alex Handelsman
Trustees Excused: Bryan Davis

Others Present: Candace Shoemaker (Friends of the Shorewood Library Board Member), Rachel Collins (Library Director), Emily Passey (Assistant Library Director), Angela Andre (Administrative Assistant)

Call to order: at 5:08 pm the meeting of the Shorewood Library Board of trustees was called to order by President Maris.

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

Consent Agenda: Dimitroff motioned for approval of the entire consent agenda, Marks seconded; approved.

Proposal for Book Bike / Pedal Library (Candace Shoemaker – Friends Board)

After Director Collins saw a Pedal Library on display at a recent Library Convention, she mentioned it at a meeting of the Friends Board. The group wanted to see if the idea of a book bike could work for Shorewood. Ms. Shoemaker volunteered to research the options and find out how it has been working in other communities.

Ms. Shoemaker explained that a “pedal library” can be taken to parks, festivals, sports and music events and has the potential to reach those who don’t come into the library. She spoke to library staff in Eau Claire where they’ve been using a book bike. Staff said that it has been the best publicity they’ve had for the library in 18 years. Eau Claire attested that it becomes a magnet when it is taken to events – everyone wants to interact with the book bike.

The Friends of the library would potentially spearhead the project and take the lead on fund raising, grant writing, planning and development.

Ms. Shoemaker presented two different versions and vendors of a bicycle book cart. One uses an electric motor assist bike and has a cart that is larger and holds more materials. The other option can be used with any bike and is smaller but is half the price of the other. The second option may also be wheeled into a vehicle when another form of transport is needed so it could potentially be used year round. Both versions provide pop-up Wi-Fi to facilitate library card sign up, use of eBooks, and searching CountyCat. Ms. Collins emphasized the enormous PR benefit of people seeing “Shorewood Library” as a free Wi-Fi choice when near the pedal library.

According to Ms. Gurney, the Friends are enthusiastic about the prospect of a pedal library but wanted to run it by the Library Board before going further to ensure that it fits in with the

mission and resources of the library. Director Collins presented the concept to Library staff and found that they are supportive and excited about the idea of a “book bike”.

Director Collins believes the book bike would be an opportunity for community connection and outreach especially in a Shorewood which prides itself on being bikeable and walkable. She emphasized that the main benefit would be PR as the mobile unit would act as a teaser to bring people in to use the library.

Ms. Collins consulted with the Village Finance director who said the Friends would need to fund the purchase of the unit and the bike(s) and a 5-year maintenance plan. He stressed that they would need to develop a detailed plan for operation of the unit including how to staff it. Overall Ms. Collins reported overwhelming support from staff and a great opportunity to build relationships in the community. She therefore feels it’s worth taking a deeper look at ways to fund and staff the unit.

Ms. Marks liked the idea of the mobile library. She expressed concern about the weight of one of the cart options. Ms. Dimitroff thinks this is a great idea and wondered if people other than staff would be able to be posted at the bike during events. Ms. Passey stressed that if the cart is a representation of the library, then it should be staffed by trained employees who can answer questions and give accurate information and assistance.

To that end, Director Collins said that a crucial part of the plan, if moving forward, would be to consider funds for substitute staffing in the library building when others are stationed at the bike library. Mr. Handelsman noted that insurance of staff members when outside of the building needs to be considered as well.

Overall, the Trustees are in support of moving forward with the project. The next step is for the Friends and library staff to hash out a plan including staffing and funding with a general time frame / deadline of May 2017 to have the cycle in use.

Additional topics not on the agenda

- Discussion of County wide collection agency contracts
- Discussion of non- discrimination guidelines

Merit Based Raises (action item)

The trustees will be voting on whether or not they want library employees to participate in the merit based raise system. Since Director Collins last addressed this topic with the library trustees, the Village Board has changed composition and may not be supportive of this initiative. Therefore, Director Collins was advised to use specific language so that the motion made by the Library Board would allow the library to opt out of the merit based raise program if the other Village employees/departments are not participating due to the Village Board vote in November.

Action Gurney motioned to implement a merit pay system for Library regular employees as proposed by staff contingent upon the Village Board’s approval for all other Village employees. Ms. Marks seconded. Passed unanimously after a vote.

Policy updates:

1. Revocation of Library Privileges Policy

Ms. Collins stated that the draft will undergo some additional changes in language but the essence of the content will remain the same. She has shown the document to the Village Attorney who verified it as legally sound. Ms. Maris summarized the essence of the update is that *staff will be allowed to implement the Code of Conduct and take further steps to revoke library privileges as outlined in the policy without coming to the Board for approval*. The issue would come to the Board only if the revocation is challenged.

Action Marks motioned approval of the updated Revocation of Library Privileges Policy, seconded by Handelsman and passed unanimously after a vote.

2. Unattended Children Policy

The trustees examined the revised policy. Ms. Marks noted that she has had feedback from parents saying they have been approached by staff and asked to remain with their children. Ms. Collins acknowledged that this is an area of policy that they are currently taking a close look at.

Action Dimitroff motioned approval of the updated Unattended Children Policy, seconded by Gurney and passed unanimously after a vote.

Facilities Committee Report – Alex Dimitroff

The Facilities Committee met with Jeff Hanewall who has agreed to assist the committee as he has extensive experience in facilities planning. By the end of this week, the survey the group has created (with the help of Librarian Hayley Johnson) will be available to the public in a variety of places in print and electronic format. It will be open until the end of September. The goal of the survey is to find out how people use (or don't use) the library building and furnishings. If they don't use it, they are asked how they might like to use the facilities. It also asks for ratings for specific elements of the library.

Personnel Committee Report – Maggie Marks

Ms. Marks reported that the committee plans to meet with the Director twice a year. They determined that they would like to distribute a staff survey as soon as possible. They would also like to initiate a Board survey as well as a self-evaluation for Director Collins. The committee will move forward with some of those plans next week and hope to have some results to report in September.

Friend's Liaison Report

Ms. Gurney noted that the Summer Celebration is coming up next week. The Friends help to fund the annual event. Ms. Collins noted that the Library was gifted \$1000 from the Friends to purchase additional TV series for our collection.

Capital Request

This request is to fund upgrades to our RFID system. The current software is no longer supported for updates from the Vendor and new, better functioning bar code scanners are needed to check out items from libraries who do not use compatible RFID tags. Since our software was installed several years ago, the vendor has made significant advancements in interface (more graphics) and in customizable features. The new system acts as a valuable marketing tool for the library.

Director Collins feels that this is an important upgrade to pursue in keeping the library in step. It will be the big purchase item for 2017. She will be submitting the capital request to the Village Board to incorporate into the 2017 library budget.

Discussion followed regarding the expiration of the quoted price and the timing of payment. Director Collins will discuss the details with vendor mk Solutions to try to extend the time limit of the quoted offer.

Auermilller Report (Emily Passey)

Assistant Director Passey provided a six month update on the spending progress of this restricted grant and the categories of books being purchased. Some of the purchases are already complete (Economics, Health) and others will be complete by December. After the \$12,400 is spend this year there will be approximately the same amount left in the balance of the Auermilller grant.

Statistics Reports

Ms. Collins and Ms. Passey have taken a close look at which statistics would be most relevant for the Board to see each month and which could be part of yearly reports. Ms. Passey then created data visualization charts for each item. As this is the first run, they are asking the trustees for feedback.

Use of self-check is a new statistic. Percentage of library visits will be removed for a better visual. Use of digital items is significant as libraries continue to spend more of their budget in this area.

Trustee Training Week

Director Collins has registered for all of the one-hour sessions of Trustee Training Week and welcomed any Board members who would like to view them to join her. They can be viewed live from Noon to 1 each day or anytime when they are archived. The training is coordinated by the South Central Wisconsin Library System

Collection Agency Contracts

Ms. Collins explained that there has been an ongoing discussion at the Directors meetings about all system libraries contracting with a collection agency to retrieve items. Thus far, Shorewood and Whitefish Bay are the only libraries who were not interested in use of collection agencies and police enforcement. However, there is significant interest in moving to a seamless user experience throughout the library system. Currently each library has their own method of collection and retrieval.

All member libraries would need to agree to go forward with use of the collection agency. If any library opts out, none of MCFLS will use the agency.

Director Collins would like feedback from this Board so that she can accurately represent Shorewood's position on this issue going forward.

At the last meeting, MPL (Milwaukee Public Library), who has been using collection agencies since 2010, shared some facts about their experience:

- When letters from the collection agency were sent out they saw a 58% item retrieval rate
- It is a cost neutral system
- MPL stressed that their focus is getting materials back and not collecting money

- This process does not involve law enforcement

Ms. Collins has learned that as of June 2016, library debt is no longer included on credit reports. So, even if your name is sent to collections over library fines, it will not affect your credit report.

Trustee Marks is interested in the type of the items and the demographics of the patrons that fall into the \$50 and over category. Ms. Collins noted that MPL did recognize issues related to repayment and established a policy for payment plans. If a patron pays \$5 or more per month, she can use the internet, but not check out and her account is removed from the collection agency list.

Trustee Handelsman would like more details about the contract. For example, who authors the letter? Whose letterhead is on the correspondence? What happens in cases when there is no response? What is the protocol – small claims? Default? How aggressive does the approach get? When is the contact dropped if there is not response? He also expressed a concern over loss of good will towards the library.

Ms. Collins noted that the letter can be customized by MCFLS. She will take these questions to the next MCFLS discussion.

Non-discrimination discussion

Director Collins recently met with the SHS Principal to examine the school's non-conforming gender identity and transgender policy. She wonders if the library needs its own policy for continuity and creating a consistent climate, or is it enough to practice respecting the privacy of all patrons.

Ms. Collins summarized the school's policy saying that in essence it asks the students to commit to use of one gender or have the choice of using a private bathroom.

Ms. Marks wondered if it would be a problem if a patron brings such an issue to the staff and they do not have a policy to refer to.

Ms. Passey added that the benefit of having a policy is that the library would be actively inclusive and welcoming rather than passively. Drafting a policy may be a show of support.

It was determined that we will not draft a formal policy at this time, but staff will be informed that patrons can use the bathroom that matches their gender identity.

Other items

- Ms. Passey reminded the trustees that their reviews of items in our collection are always welcome. She will put them in our monthly e-newsletter that goes out to patrons.
- Reminder that there will be no August meeting. The next meeting is the 14th of September.
- The budget will be on the agenda for the September meeting.

Adjournment: Gurney motioned for adjournment; seconded by Marks. Meeting adjourned at 6:58 PM. Recorded by Administrative Assistant Angela Andre; Reviewed and Submitted by Director Rachel Collins.