



Shorewood Library Board of Trustees

September 13, 2013 Approved Minutes

Members Present: Jean Gurney, Martin Lexmond, Patrick Linnane, Mariann Maris, India McCause, Theresa Weingrod

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

The meeting of the Shorewood Library Board of Trustees was called to order by President Maris at 5:05 p.m. in the Friends' Room of the Shorewood Library.

Introductions were made for the benefit of newly appointed Trustee, Terry Wiengrod .

Statement of Public Notice: Ms. Andre stated that the meeting had been posted and noticed according to law. There were no citizens to be heard on items not on the agenda.

Consent Agenda

Mr. Linnane motioned for approval of the entire consent agenda, seconded by Ms. Gurney and this was passed unanimously. Committee assignments were clarified: Mr. Lexmond agreed to chair the Personnel Committee; Ms. McCause will chair the Long Range Planning Committee. Final appointment of committee members will occur at the October Board meeting.

Financial Statements:

Director Carey noted that she will provide more frequent budget updates as the end of the year approaches. Ms. McCause asked if there was indeed a possible surplus at the end of the year and Ms. Carey answered that yes, that is likely because of the changes in Personnel.

From the Director's Report

- MCFLS and SRLAA, from the last paragraph of Ms. Carey's report:

"The report on library system efficiencies issued by the System and Resource Library Administrators Association of Wisconsin (SRLAA) was revised at their meeting in August. They revised the elimination of resource libraries to the recommendation the statutory language be modernized and suggested several concepts to incorporate. The recommendation that systems be combined and putting a minimum population requirement was revised to conducting a study to determine optimal system size. The report will be forwarded to the Department of Public Instruction (DPI)."

The trustees and Ms. Carey discussed whether action should be taken in regard to the SRLAA recommendations and the County Board's reaction against the changes to Resource Library requirements. Director Carey provided the letter to DPI as an example of things being done at a County level that could have an impact on Shorewood's Library. Ms. Maris asked if Ms. Carey could provide examples of letters sent from other member Library Boards to see if they want to follow suit.

- Personnel

Ms. Gurney asked why the decision was made to create a 40-hour clerk position as opposed to two 20-hour clerks. Director Carey explained that with the move to a self-service model, needs and task distribution have changed. Assistant Director Rice added

that bodies are not needed as much in the front because of the new Check-out system; however there is a backlog on other clerk tasks. In addition, he feels that a full time clerk will provide more consistency throughout the day. Ms. Carey noted that even more changes may be made based on what is learned from the Lean Training (referred to in the Director's Report).

- Plein Air event

This will be a huge community-wide event headquartered at the Library with many details to be managed. Mr. Linnane commended Ms. Carey and the library staff for their work on the project.

Planning Survey Summary

Closing date for the survey will be September 19 – next week. Director Carey noted that the demographic of responders so far has skewed older and she is exploring tactics to reach younger age groups. According to Ms. McCause, Sue Kelly recommended the mid-month closing date. She recommended sending another email blast for final responses and to also get the word out through the school district to reach young parents.

One of the things that stand out from the results thus far is a desire for adult programming. Beth is working on how to get information pulled from the comments section as well.

The next step in the planning process at the survey's end will be to analyze the results through a meeting with the subcommittee and then proceed with focus groups which will be informed by the survey results.

Mr. Linnane noted that the Village will be holding focus groups in October and the Health department is conducting their own focus groups this week. President Maris wondered if library issues should be folded into the Village survey, however it was agreed that this would not be done because the target demographic groups may be different for the two entities. Mr. Linnane added that interest groups may be discovered from the results of the library survey. The village has a goal of five focus group sessions.

Review of Reciprocal Borrowing (Document distributed)

Reciprocal borrowing is a term that refers to the reimbursement to a municipality based on ownership of material and residence of the card holder. Place of check-out is not a relevant factor in this equation. "Net Lenders" are reimbursed for non-resident use of materials that they own. This reimbursement is made by MCFLS using a percentage of their state aid. The reciprocal borrowing calendar is from October to September of the following year.

Shorewood was once a significant Net Borrower, but has now shifted to a Net Lender. Milwaukee (as a municipality) is currently the largest net borrower, growing each year. The trustees observed that the rate of pick-ups at this library probably raises Shorewood's overhead. Reimbursement is not a statutory requirement.

The statutes also state that the Resource Library and the System must come to an agreement about compensation for the Resource Library. In MCFLS, a percentage of state aid is allocated for the Resource Library agreement. President Maris concluded that MCFLS could decide to change any formula of distribution because there is no state statute governing compensation.

Director Carey noted a pattern of people going to the books (rather than having books shipped to their municipal library). Ms. McCanse wondered why it matters where patrons go and Mr. Linnane commented that if our residents go elsewhere, those statistics can change our net borrower / net lender ratio. He believes that the significance of reviewing the concept of Reciprocal Borrowing is to make people aware that Reciprocal Borrowing is not a solid source of funding. Director Carey added that there is no consistency in the way each municipality receives RB money nor in how they spend it. Shorewood puts the RB money into the operating budget because essentially, the reason we receive it is because of increased use of our resources.

As a point of information, Ms. McCanse noted actions taken by the MCFLS Board on which she resides:

- Reduce funding to Reciprocal Borrowing distribution beginning in 2014 in order to free up funds to pay for software for the entire system Ms. McCanse asserted that it would not be a significant deficit and that the MCFLS Board voted in what they believed to be in the best interest of the system.

Ultimately, as Ms. Weingrod reiterated, the point of reviewing the whole concept of Reciprocal Borrowing was to highlight the instability of that funding. Director Carey added that the amounts can change regardless of the decisions of the MCFLS Board.

MCFLS Member Agreement

As noted in the related memo, the agreement is essentially the same except for the change to percentage of reciprocal borrowing distribution (from 43% to 41%) and the responsibility of Member Libraries to cover any cost of the bibliographic database that is over the amount funded by MCFLS. Director Carey recommended waiting to approve because there is no reason to do it immediately. At the most recent LDAC (Library Director's Advisory Committee) meeting, one suggestion was to set a deadline for all to approve. The trustees agreed to hold this item until the next meeting so that they may all read the agreement.

Budget 2014

The trustees were given a draft of the budget, with a reminder they take no action until the funding amount is officially received from the Village. That amount is expected to be confirmed in November. President Maris suggested a general overview before the Finance Committee gets into any in- depth discussion. The Director pointed out that there are still adjustments to be made including capital item requests (i.e. server upgrade, repairs, lighting, etc.) She highlighted some key points:

- 1) There is no increased request for funding from Village
- 2) Over \$10 thousand cut in Reciprocal Borrowing
- 3) In 2014 all of Reciprocal Borrowing money will be used to meet the operating budget
- 4) No staffing changes; No collection changes
- 5) Biggest change – line for Community Programs was funded by reciprocal borrowing; there is no funding for Community Programs in 2014 budget

Ms. Weingrod stated that she would prefer narratives (explanations, reasoning, and background) rather than a line item list. Director Carey explained that allocations such as utilities and other shared expenses are determined by Village staff. President Maris said that

the purpose of the budget draft review was to present bottom line basic information in order to facilitate a more in depth line by line discussion later.

More information will come from the Village Board. Once they set funding there will be a detailed discussion about the library budget. Director Carey will present a request for funding to the Village Board on Tuesday, October 1st at 6:30 p.m. The finance committee should come to this October 1st meeting. The budget will be put on the October Library Board agenda.

Trustee Essential Handbook – Chapter 13 – Library Advocacy

This item is tabled until October.

Friends of the Shorewood Library Liaison Report

According to Ms. Gurney:

- The Friends will contribute \$250 for desserts at the Plein Air community event.
- The Friends committee is reorganizing the way membership is handled.
- The Little Free Library that is sponsored by the Friends has been ordered and needs placement.

Action Items

- Ms. Andre will send information and links for the Library Survey to the school district so that they may post it on their social media sites.
- The Library budget draft will be presented to the Village Board on October 1, 2013

Other Informational Items

- President Maris congratulated and thanked Director Carey for her dedicated 25 years of Service to the Shorewood Library.
- Ms. Maris also acknowledged the 7 year Anniversary of Administrative Assistant, Angela Andre.
- Director Carey announced that in early November the library, along with Boswell Books, will be holding a book release event for local resident and sports reporter, Jessie Garcia, for her book about her work in the industry and with the Green Bay Packers.

Adjournment: Ms. McCanse motioned; Mr. Lexmond seconded, and the Board unanimously agreed to adjourn at 6:55 p.m.

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

