



Shorewood Library Board of Trustees

November 13, 2013 Approved Minutes

Members Present: Jean Gurney, Patrick Linnane, India McCanse, David Weissman
Others Present: Elizabeth Carey - Library Director, Joseph Rice - Assistant Director, Priscilla Pardini – Friends’ President, Joan Spector – Friends’ Board Member, Bonnie Wiesmueller – Friends’ Board, and Angela Andre- Administrative Assistant

Call to Order: The meeting of the Shorewood Library Board of Trustees was called to order by Board Secretary Gurney at 5:05 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. 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. McCanse and this passed unanimously.

Survey Results / Strategic Planning – Next Steps

Members of the Friends of Shorewood Library Board – President Pardini, Ms. Spector, and Ms. Weismueller - attended this meeting because of their interest in the survey results.

Ms. McCanse reported that the survey had 923 respondents and was well distributed. Ms. McCanse noted that over the course of the survey’s distribution process, she received many positive comments which made her conclude that this community loves its’ library. Ms. McCanse gave an overview of the results in document form and briefly highlighted some of the findings.

- Most respondents visit the Shorewood Library weekly. Only 8 out of 899 had never been to the Shorewood Library. 91% of those filling out the survey were Shorewood residents.
- Most thought of the library as a vital municipal resource, important to the individual and important to quality of life.
- 35% reported using other libraries – mainly Whitefish Bay. Other mentioned were Central, East, and North Shore
- Some services that people were unaware of were Research via phone (reference calls), in-library laptops, and lending of eBook devices.
- Most people use the library for borrowing of items for entertainment. The activities cited least were genealogy searches, job searching, and meeting with others for group work. An interesting result is that only 16% of responders reported bringing a child to a library program and 12% reported attending an event.
- Answers indicated that computers are mostly used for email and internet, or for work or school. Very few reported watching videos, playing games, or taking online courses. 92% of responders reported having internet at home.
- Interest in new programs was highest for adult cultural, literacy, and travel topics. 54% expressed interest in a program that allows people to try different tech devices. Instruction on electronic reading devices generated the least amount of interest.

- Most reported getting library information from our website rather than social media or our newsletter.
- Most felt that the library staff is courteous and helpful.
- 61% reported not being able to find what they are looking for at the library.
- The age group of the responders was mainly in the 56-56 range. The next biggest groups were aged 46-55 and 66-75. Focus groups will be held in order to gather more input from high-school age kids and parents of young children.

In general, these responses show that the Shorewood Library is appreciated by the Shorewood community.

The planning committee read through the survey answers and noticed that the broad range of suggestions seemed to overlap and form **four central themes**:

1. **Collection** – people want more and newer items to check out. Some noted difficulty finding new releases on the shelf; some reported finding outdated items. Director Carey noted that new and popular releases often do not remain on the shelf because they are in constant circulation with long waiting lists and holds throughout the system. Ms. McCause wondered if there was a way to educate the public about that. As for outdated items, Library staff is currently taking action to more frequently update certain areas of the collection (technology, travel).

Ms. Pardini and Ms. Carey brought up the concept of having non-holdable or ‘rental’ items as a solution to the lack of new releases on the shelves. If a library has one copy of a popular item available to circulate throughout the system, they are also allowed to have other copies of that item designated as ‘non-holdable’ (not circulating through the system); therefore making it more likely to be on our shelves. While Director Carey thinks it feasible to double the amount of materials in the collection, there are other things to consider such as staff hours needed to process the additional items and space to hold more materials. Collection funding has not increased in five years and as suggested by Ms. Gurney, these requests may be an indication that Fund Balance money should be used

2. **Technology** – people want more technical resources
3. **Programs for Children** – they want more drop-in/flexible programs and more programs for very young children
4. **Space** – Along with suggestions for painting and décor, comments ranged from ‘no changes necessary’ to addition of a coffee shop. People requested more comfortable furniture and flexible seating arrangements as well as more space to allow for group meetings.

The next step in the information-gathering and future planning process will be to hold two focus groups. Ms. McCause explained that once the results of those group sessions are interwoven with the survey results, library staff will take that information and make recommendations to the planning committee. The committee will then make a presentation to the full Library Board that will include options, budgeting, and tiers.

Ms. Gurney asked the group whether they should explore the possibility of adding hours. Assistant Director Rice indicated that they would need to do a cost evaluation of additional staffing for increased hours. Director Carey noted that the library is stretched to the limit with minimal staffing with the current hours. Mr. Weissman inquired as to whether or not the library has volunteer helpers. Director Carey explained that the hours of operation would stand whether or not they had volunteer help (therefore requiring regular staff on hand) and Ms. Gurney added that there had previously been union restrictions on volunteers doing the

same work as unionized employees. Ms. McCause asked that staff set up a scenario of implementing these suggestions – more materials, more hours, and more staffing and draw up a budget.

There was some discussion regarding comments about the noise level in the library. Director Carey explained that the library is broken up into silent work zones and areas where quiet conversation is permitted; however, she conceded that noise does carry. The acoustics of the hallway can magnify the talking done at the information desks. Architectural options are being explored to correct this problem.

Mr. Linnane commented that the overall response from the survey results is incredibly positive and that good core work being done already. He cautioned the Board members and staff to not trade off the things that are already proving successful and valuable in pursuit of new enterprises. He noted that although those questioned likely answered sincerely, there may be some who think up things to say when asked. Ms. McCause added that it is important to respond to the community. Mr. Linnane agreed and added that staff should be commended because he noticed that many of the suggestions brought up by those surveyed were items that library staff had already brought up to the Board. As President of the Friends of Shorewood Library, Ms. Pardini asserted the Friends' interest in supporting Shorewood Library and staff in any way necessary.

Ms. Gurney wondered how the results should be publicized to the community, particularly to non-users of the Shorewood Library. Ms. Pardini suggested an article in Shorewood Today. Ms. McCause noted that they need to consider how to summarize not only the positive response but the actions that will be taken in response to comments. Mr. Linnane also suggested creating a scheduled release of any new actions to be taken in order to spotlight them in the community.

Friends of the Shorewood Library Liaison Report

As reported by Ms. Gurney, at their last meeting the Friends discussed:

- The concept of a “Best Seller” shelf....(This was referred to earlier in the minutes)- items that are classified as non-holdable so that popular titles are available to walk-in patrons.
- The purchase of new software for better membership record-keeping and re-establishing a regular mailing schedule membership/fund raising campaigns.
- The discovery that the Friends do indeed have an email address

In other Friends related news, the Jesse Garcia event (sponsored by the Friends) was very successful and drew over 100 people. The Boswell Book Company sold a number of books at this event as well. (And as Ms. Carey noted later in the meeting, Boswell is gifting a portion of the book sale money (\$164) to the Friends. Daniel Goldin, proprietor of Boswell will be coming to the library on November 23 at 10am to give his book recommendations for the holiday season.

The Annual Friends' meeting will be held December 18 and all members are invited to attend.

Ms. Pardini added that the Friends are in search of new Board members and asked that the Library Board spread the word to anyone who would like to serve on their working Board with 11 regular meetings a year and ongoing activities.

Action Items

- Focus Groups and Planning committee recommendations
- Director Carey will compile and present wage comparisons

Adjournment: Ms. McCause motioned; Mr. Linnane seconded, and the Board unanimously agreed to adjourn at 5:50 p.m. Recorded by Angela Andre, Administrative Assistant and submitted by Beth Carey, Director of Library Services.

