



SHOREWOOD LIBRARY BOARD OF TRUSTEES
February 9, 2022 Approved Minutes

Trustees Present: Alex Handelsman, Alex Dimitroff, Leslie Cooley, Elvira Craig de Silva
Donna Whittle, Jon Smucker **All participants attended remotely.**

Excused: JoAnn Sternke

Others Present: Library Director Rachel Collins, Assistant Director Emily Vieyra, Virtual Engagement Librarian Lizzie Hjelle, and Administrative Assistant Angela Andre **All participants attended remotely.**

1. Call to order: at 5:17 PM the meeting of the Shorewood Public Library Board of Trustees was called to order by Board President Handelsman.

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

3. No Citizens to be heard on items not on the agenda

4. Consent Agenda:

MOTION: Trustee Cooley motioned for approval of the entire consent agenda. Trustee Craig de Silva seconded. All voted to approve the consent agenda; motion carried.

At the request of Trustee Whittle and in line with the language of the policy and procedure, any mentions of “banning” in the discussion of the social media policy and procedure at the last meeting will be changed to “revocation of privileges” in the January minutes.

Trustee Handelsman inquired about the drop in reciprocal borrowing funds. Trustee Whittle suggested this is because system-wide check-outs have been going down over the past several years but the impact wasn’t seen because of past adjustments by MCFLS. She stated that the budget committee has been monitoring this to determine the repercussions of the decline in these funds. The reduction doesn’t seem to be the result of the quality of the collection. Director Collins mentioned that the reduction of hours during the pandemic also had an impact.

5. Items pulled from the consent agenda

6. Additional topics not on the agenda

- Director Collins reported on the installation of the AV hardware and software for the Village Center meeting rooms. Both the Village Manager and Finance Director expressed concern that the public has been and will be allowed to use the equipment. This prompted a discussion on how to limit liabilities and damaged items and the possibility

of creating a procedure to address these issues. Director Collins will inquire about Village insurance and is hoping that this discussion continues as a Village facilities issue.

7. Possible Action: Social media policy and procedure

Staff is presenting our revised Social Media Policy and new Social Media Procedure to the board for review. These revised versions include updates based on suggestions from the Board of Trustees along with updates informed by a review of social media policies from the Whitefish Bay and Wauwatosa public libraries, which have both been reviewed by legal counsel in the last two years.

1. Addition of the language “to make the library more accessible to patrons” as part of our social media purpose.
2. Removal of the list of specific social media sites utilized by the library, instead referring users to the library website for this information.
3. Addition of language indicating that the library’s social media accounts are limited public forums.
4. Re-phrasing of our prohibited content regarding political content to “Content that promotes political purposes, candidates or content associated with any candidates for elected office, political parties or ballot proposals.”
5. Addition of “content that is not topically related to posts made by the library on the library’s social media sites,” to the list of prohibited content

Trustee Cooley inquired as to why the Board is being asked to approve the procedure. Director Collins stated that, although the trustees are not normally asked to approve internal procedure, in this case she thought it appropriate due to the inclusion of personal social media guidelines for staff and trustees.

The language on the procedure will be changed to “reviewed by” rather than “approved by” the library board.

Director Collins will be sure to add a review of personal social media guidelines during new trustee orientation.

MOTION: Trustee Cooley motioned to approve the revised Social Media Policy. Trustee Whittle seconded and motion passed after a vote.

8. Action: Authorization to approve state annual report

The completed report will be included in the March Board materials.

The final page of the annual report addresses whether the library system, in our case MCFLS provided effective leadership and adequately met the needs of the library during the course of the year. The decision about whether the library system did or did not provide effective leadership and adequately met the needs of the library should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities. The Library Board is required to answer this question either on the digital submission or via hardcopy [Wis. Stat. s. 43.58(6)(c)].

MOTION: Trustee Handelsman motioned that the Milwaukee County Federated Library System provided effective leadership and met the needs of the Shorewood Public Library in 2021. Trustee Smucker seconded and motion passed after a vote.

MOTION: Trustee Handelsman motioned to authorize the Library Board President or his designee to sign and approve the 2021 Shorewood Public Library annual report as provided by the Library Director before March 1, 2022. Trustee Whittle seconded and motion passed after a vote.

9. Action: Amended pay range schedule

While preparing a memo for the Village Board regarding the amended pay range schedule approved by the Library Board at the last meeting, two errors were found. The maximum pay range for two positions was listed incorrectly.

MOTION: Trustee Dimitroff motioned to approve the corrected pay range schedule, which will be added to the 2022 Human Resource manual. Trustee Cooley seconded and motion passed after a vote.

10. Informational: Friends of the Library liaison report

Trustee Dimitroff reported that at their last meeting the committee focused on the upcoming Shorewood Reads Program. The Wednesday, April 27 program will include an author visit with a morning, afternoon, and evening event. Several book discussions are planned and they hope to have another program with the author about the Wisconsin's Innocence Project later in the year.

11. Informational: Personnel committee report

Trustee Craig de Silva reported on items discussed at their last meeting.

- The annual Director Performance Review will begin soon. At their next meeting they will review the staff and board survey questions.
- The Village is soliciting applications from qualified parties to conduct an environmental study on the Village in relation to EDI (Equity, Diversity, and Inclusion)

12. Informational: Budget committee report

Trustee Whittle stated that at their last meeting, the committee reviewed the GMF performance, though the year end numbers were not yet available. They discussed the challenges of trying to assess investments relative to their investment to EDI.

Trustee Smucker presented an investment review report. He explained that the budget committee's recommendation is to review the prior year fund investments in January as a committee, then bring their findings to the Library Board in the February meeting. This will prepare board members to ask informed questions when the fund managers give an update at the board meeting in March.

Several aspects of the investments were reviewed:

1. Our relationship with the custodian and fund manager (GMF)
2. Investment Performance
3. Looking at our investments from an equity lens and alignment with the Shorewood Public Library Equity Commitment.

The trustees reviewed the report and discussed the financial results as well as ways to ensure that GMF is helping the library be more value-oriented in our investment approach.

13. Informational: Fourth quarter financial report

Director Collins brought attention to *the transfer to the general fund* that took place. She reminded the trustees that these are personnel costs not expended during 2021. This large amount was primarily due to staff vacancies.

She also noted that the Fund Balance includes two 2020 gifts, one from Betty Onufrock and another from Virginia Palmer. The Palmer gift rolled over into 2021 in its entirety. The fund balance will be significantly reduced in 2023 with the upcoming renovation expenditures.

Unrestricted general library fund balance is high according to the Village Finance manager. The amount is largely due to reduced collection expenditures (because materials were hard to obtain) and cleaning fees during the pandemic closures. Rachel suggested that the “pandemic flip” may allow us to use up some of those funds.

14. Possible action: Library COVID-19 policy

The CDC COVID data tracker 7-day community transmission rate (1/28/22 – 2/3/22) for Milwaukee County is listed as high. In high community transmission areas, the CDC recommends that fully vaccinated (and unvaccinated) people wear masks indoors to maximize protection from the Delta and Omicron variants and to prevent possible spreading to others. This is the primary reason I recommend that the Library COVID-19 policy continue to require face coverings for all visitors and staff pending medical exception.

Director Collins will add review of the policy to the March 9, 2022 Library Board meeting agenda.

15. Informational: Renovation implementation committee report

The committee is now meeting twice a month to ensure that the project stays on schedule. Trustee Smucker noted the massive amount of work that has been put in to the nearly complete RFP for a construction management firm.. The RFP will include an Equity, Diversity, and Inclusion Statement in accordance with the Library’s commitment to apply an equity lens to all library work. How each firm addresses EDI will account for an additional 2% of the evaluation formula.

Trustees Cooley recognized how challenging and out of the usual realm of tasks this process has been and commended Director Collins and Assistant Director Vieyra for all the work they have put into this process.

Director Collins noted that the Village Manager is very supportive of the inclusion of an EDI element to the RFP.

16. Informational: Nominating committee report

Trustee Smucker reported the need to replace a board member this summer and asked that the trustees reach out to help recruit some candidates. He noted that because the board will be losing the legal expertise that President Handelsman provides, it would be helpful to add another individual who has a background in law.

17. Informational: Library incident log report

Director Collins noted some of the incident trends over the last several years. Police calls increased significantly in 2021 as did the severity of incidents during the pandemic period.

Trustee Cooley asked that this information be included in the details of the renovation planning in case there is any way to change the physical environment as an aide to incident prevention.

18. Informational: Village annual report

The primary audience for this report is trustees and the public. It effectively communicates the library's story over the year. Rachel thanked Assistant Director Vieyra for compiling this information every year.

19. Items for future consideration

- Insurance options for public use of AV equipment

Adjournment: Trustee Whittle motioned to adjourn the meeting and this was seconded by Trustee Cooley. The motion passed and the meeting closed at 7:07 pm.