GREENFIELD PUBLIC LIBRARY BOARD
Thursday January 21, 2016 6:30 P.M.
2nd Floor Conference Room
5310 W. Layton Ave. Greenfield
Minutes

1. The meeting was called to order by Ms. Czaplewski at 6:36. On a roll call, the following were in attendance:
   Ald. Akers
   Ms. Ball
   Ms. Bruhn
   Mr. Carlson
   Ms. Czaplewski
   Mr. Kermendy
   Ms. Knasinski
   Ms. O'Brien
   Ms. Ryan
   Ms. Waldoch

2. Approval of the minutes of the December 3, 2015 meeting (Action): On a motion by Ald. Akers, seconded by Ms. Waldoch, the minutes of the December 3, 2015 meeting were approved as presented.

3. Public comment (Information). None.

4. President's Report (Information): New business development is now occurring along Layton Avenue, with the development of the former Tam's restaurant site and other cleared properties west of 60th Street.

5. Acceptance of the Financial Report for November and December (Action): The financial report for November revealed a few shortfalls, primarily in projected photocopy revenue, but revenues exceeded expenses even with the unexpected repairs. In December, the situation was the same, with a positive balance even though building maintenance costs were very high. On a motion by Ald. Akers, seconded by Ms. Ball, the financial reports for November and December were accepted with all voting in favor.

6. Approval of the bills presented for payment for November and December (Action): There were two capital purchases in this period: work was done by Dnesco Electric, and study carrels were purchased. Some library employees attended training workshops, and a computer was purchased. Other expenses were routine except for the bedbug eradication expenses of over $5000. Ms. Czaplewski moved to prove the bills for payment; Ms. Ball seconded. On a roll call vote, Ald. Akers, Ms. Ball, Ms. Bruhn, Mr. Carlson, Ms. Czaplewski, Mr. Kermendy, Ms. Knasinski, Ms. Ryan, and Ms. Waldoch voted in favor; none voted against nor abstained.

7. Committee Reports Requiring Action (Action):
    a. Legislative & Policy Committee Report and Recommendations: no meeting.
    b. Marketing & Community Relations Committee Report and Recommendations: no meeting. The committee would like to start discussing ideas for the Farmer's Market and the library's presence there.
    c. Budget & Finance Committee Report and Recommendations: no meeting.
    d. Human Resources Committee Report and Recommendations: no meeting.
    e. Building Committee Report and Recommendations: no meeting.

8. Old Business:
    f. Discussion of a short "elevator speech" presenting the value of a city library. Mr. Carlson shared a speech which highlighted the library's contributions to literacy, especially childhood literacy. Ms. Knasinski mentioned the ways the library guides the search for information. Ms. Czaplewski called the library the "cultural heart of the city." Ms. Bruhn presented the idea that the library can help address income inequality among children by providing access to books. Related to that, Ms. Ball shared the breakdown of Greenfield citizens by race/ethnicity and native language.

9. New Business:
    g. Report on 2015 budget performance, 2016 revenues, and the Library Gift Account balance (Information). The library finished 2015 in the black in spite of some expensive repairs that were needed. It was successful in its planning and budgeting and ended up with a fund balance of about $9000. 2016 revenues will equal about $1.2 million and expenditures will be similar, allowing for a 2% cost of living increase for staff as well as an increase in the book budget and health insurance. 2015 revenues were strong despite only a few shortfalls. The composition changed, because of year-to-year fluctuations in such categories as fines and room rentals.

       The Library Foundation was retired several years ago; now all contributions go into a gift acco8unt at BMO Harris, with a current balance of $27,744. The library is financially sound for this upcoming year.
    h. Report, discussion and decision whether to approve several changes in vacation benefits for employees of the Library as recently approved by the Greenfield Common Council for city non-represented employees (Action):
       Three (3) weeks vacation after six (6) years of employment rather than the current seven (7) years.
       Four (4) weeks vacation after thirteen (13) years of employment rather than the current fifteen (15) years.
       Five (5) weeks vacation after twenty (20) years of employment rather than the current twenty-two (22) years.

One additional day of vacation for each year after twenty two (22) years employment.

The council approved these changes in vacation benefits for non-represented employees in December, and it was suggested that the library follow suit. The impact of the changes for the library could be $4000-$5000 over the next several years. The library has more part-time employees than other city departments and would need to hire temporary employees. Ms. O'Brien asked for the library board's recommendation, noting that three employees have been at the library for 20 years or longer. The first and second components of the change would affect the library most heavily based on the seniority levels of the staff. The differences between government policies and those of private industry were discussed and it was determined that the library may need to stay competitive with those groups. Mr. Carlson moved to accept the new policy as written, Mr. Kermendy seconded. The policy was accepted with Mrs. Knasinski opposed and Ms. Ball abstaining.

i. Preliminary report and discussion whether to launch a strategic and long range planning process in 2016 (Information). The last time the library held a strategic planning session was in the 1990's. Ms. O'Brien arrived in 2007 when fundraising for the new building was the primary focus. MCFLS went through a strategic planning process last year and so it make sense for Greenfield to go through the process itself in 2016, a relatively quiet year. It would involve reaching out to the community and other stakeholders, among other components. The public library association wing of the American Library Association offers a webinar on this topic that the board could view together.

   An outside consultant could be hired for this process, or it could be done internally. The public library association also has a planning method Greenfield could use, involving looking outward to the community in the planning process. This seems to be the trend, rather than keeping such decisions internal. The board will familiarize itself with how the process works before the next meeting, including obtaining a license to view the webinar.

10. Continuing Trustee education: The library currently conducts "money making" activities rather than long term "fundraising" activities. The board should discuss which of the current activities should be kept; would it be best in the long term to end one and start or expand upon another one? Ms. O'Brien will bring a list of all the activities the library has offered in the past to the next meeting.

11. Library Director's report (Information):

    j. Ms. O'Brien prepares the annual report for the state in February and will bring it to the next board meeting. She shared the library's sources of revenue for the last several years. They've stabilized at a good level, but the composition has changed. Receipts from fines in-library have declined but ecommerce fines have increased, as have fees collected from copiers and printers. Sales from used books have also increased. An annual book sale used to take place but it's been more efficient and more profitable to transition to year-round sales. DVD rentals have gone down in 2015 but several thousand dollars of new purchases will help keep this steady in 2016. Room rentals have also grown since 2010 and are stable now; stability in revenues is very important for library operations.

12. New items for placement on next agenda (Information): The Greenfield Beautification Committee has announced that the third Saturday in July is the Garden Tour date – the library could sell tickets for it.

13. Next Meeting (Information): The meeting is originally scheduled for February 18th at 6:30 PM but will be re-scheduled for February 25th at 6:30 pm.

14. Adjournment: On a motion by Mr. Carlson, seconded by Ald. Akers, the meeting adjourned at 8:10 pm.

Minutes respectfully submitted by Mary Knasinski.