GREENFIELD PUBLIC LIBRARY BOARD
Thursday March 17, 2016 6:30 P.M.
2nd Floor Conference Room
5310 W. Layton Ave. Greenfield
Draft Minutes

1. The meeting was called to order by Ms. Czaplewski at 6:35. On a roll call, the following were in attendance:
   Ald. Akers
   Mr. Carlson
   Ms. Czaplewski
   Mr. Kermendy
   Ms. Knasinski
   Ms. O'Brien
   Ms. Ryan
   Ms. Waldoch

   Ms. Ball and Ms. Bruhn were excused.

2. Approval of the minutes of the February 25, 2016 meeting (Action): On a motion by Ms. Czaplewski, seconded by Ms. Knasinski, the minutes of the February 25, 2016 meeting were approved as presented.

3. Public comment (Information). None.

4. Acceptance of the Financial Report (Action): The library is within its budget for this time of year, despite repairs to the heating system in January. Ms. Ryan moved to approve the financial reports for January and February and Ms. Czaplewski seconded. All voted in favor.

5. Approval of the bills presented for payment (Action): In January there was a capital budget purchase of security gates and licenses. There were also repairs to the boiler in January, and there have been purchases of books, licenses and other equipment. In February, there were no capital expenditures, but operating expenses included books and cleaning expenses. Ald. Akers moved to prove the bills for payment; Ms. Ryan seconded. On a roll call vote, Ald. Akers, Mr. Carlson, Ms. Czaplewski, Mr. Kermendy, Ms. Knasinski, Ms. Ryan, and Ms. Waldoch voted in favor; none voted against nor abstained.

6. President's Report: The City of Greenfield has its own Facebook page now, which contains information on city events. Ms. Czaplewski also brought articles to the board about privacy awareness for libraries, and about libraries becoming "modern makerspaces" (for example, with 3D printers available.)

7. Committee Reports:
    a. Legislative & Policy Committee Report and Recommendations: no meeting.
    b. Marketing & Community Relations Committee Report and Recommendations: no meeting.
    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 (Information):
    f. Report, discussion and decision regarding which types of fundraising events and methods to undertake (Action). The board looked at sources of donations to the library for the past five years, 2010 to 2015. Donations from businesses have been the largest category since 2011. Personal donations exceeded all other categories in 2010 because they included pledges to the building campaign which were continuing to be paid off. However, they've fallen each year to only $210 in 2015, from an increase to $2245 in 2014. The library is not doing much active fundraising; most of the fundraising is now through passive donations. There was discussion about the future interest, both board and community, in such events as the craft and vendor fair and the bake sale. There was less interest in continuing the vendor raffles, but perhaps expanding the 50/50 raffle to other events such as Dan Jansen Fest. Partnerships with restaurants to promote sales on certain nights, as well as raffling sports memorabilia, were discussed, and it was decided that the Marketing and Communications Committee should discuss these ideas for future consideration. It may also be time to revive the library Foundation to solicit donations from the new businesses moving into Greenfield. The library will also be selling tickets for the July 16 Garden Tour, as a participant in the tour, and will receive a donation for that.
    g. Report, discussion and decision regarding the upcoming season's Farmer's Market booth dates and National Night Out activities (Action). National Night Out is August 2, 2016 and the Farmer's Market dates at which the library will have a booth have also been determined: May 28 and 29, June 5 and 12, July 3, August 2, and September 4. Both library staff and board members will be at the booth. The library staff at the booth now has the capability to check books out and to register people for library cards.
    h. Report, discussion and decision regarding the creation of a legacy giving brochure (Action). Ms. O'Brien asked board members to come up with ideas for a fundraising bookmark and brochure, especially for legacy and estate donations.
    i. Report, discussion and decision regarding the formation of an art enhancement committee (Action). Ms. O'Brien recommended postponing any action on this until after the strategic planning process, which will look at all aspects of library development. Ms. Czaplewski moved to postpone a decision on forming a committee; Ms. Ryan seconded it. All voted in favor.
    j. Report, discussion and decision regarding the 2016 Strategic Planning Initiative (Action). Ms. O'Brien shared a proposal for the strategic planning process the

library would like to undertake. She has received two proposals, from Waukesha Technical College and from UW-Milwaukee, to lead planning workshops at a cost not to exceed $2500. Ms. O'Brien recommends forming an ad hoc strategic planning committee, with the process beginning in April and concluding in mid-July 2016, in time for financial requests for the coming year. Community members, including non-users of the library, will be surveyed on line, in house, and at community events. The library director will address topics of public interest at the board meetings in April, May and June, and a professional facilitator would then lead several stakeholder workshops in April and June. After that, the ad hoc committee would meet to review the survey and workshop results and draft a plan to present to the board in July. Ms. Ryan moved that Ms. O'Brien decide which outside facilitator to employ; Ms. Waldoch seconded. All voted in favor. Ms. Czaplewski, Ms. Ryan, and Mr. Carlson expressed interest in serving on the ad hoc committee; other board members will be invited also. The proposed dates for the workshops will be confirmed. Ms. Czaplewski moved to authorize withdrawing funds from the library gift account to pay for the facilitator. Mr. Carlson seconded. On a roll call vote, Ald. Akers, Mr. Carlson, Ms. Czaplewski, Mr. Kermendy, Ms. Knasinski, Ms. Ryan, and Ms. Waldoch voted in favor; none voted against nor abstained.

9. New Business:
   k. Mr. Carlson moved that the board go into closed session pursuant to Wisconsin Statutes 19.85 (1) (c) to consider the following: employment, promotion, compensation and performance evaluation of the Library Director's 2015 performance, accomplishment of 2015 goals, and the establishment of 2016 goals and salary (Action). Ms. Ryan seconded. On a roll call vote, Ald. Akers, Mr. Carlson, Ms. Czaplewski, Mr. Kermendy, Ms. Knasinski, Ms. Ryan, and Ms. Waldoch voted in favor; none voted against nor abstained.
   l. Ms. Czaplewski moved to adjourn closed session and reconvene into open session. Ald. Akers seconded. All voted in favor.
   m. Report of closed session actions taken: The board approved a 2% increase in the library director's compensation, to coincide with the increase being granted to Greenfield city managers. The board agreed that the Library Director's 2015 performance was excellent.

10. Continuing Trustee education: No information for this meeting.

11. New items for placement on next agenda: None.

12. Next Meeting (Information): April 21st, 2016 at 6:30 PM.

13. Library Director's Report. The library ran smoothly during Ms. O'Brien's recent medical leave of absence. She will be attending the Public Library Association conference in

Denver during the first week of April. The library passed its first monthly canine inspection for bedbugs.

14. Adjournment: On a motion by Ms. Ryan, seconded by Mr. Carlson, the meeting adjourned at 8:27 pm.

Minutes respectfully submitted by Mary Knasinski.