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

1. The meeting was called to order by Ms. Ryan, acting for Ms. Czaplewski, at 6:35. On a roll call, the following were in attendance:
   Ms. Ball
   Ms. Bruhn
   Mr. Gagliano
   Ms. Knasinski
   Ald. Lubotsky
   Ms. O'Brien
   Ms. Ryan
   Ms. Waldoch

   Ms. Czaplewski was excused, and there is also a vacancy on the board.

2. Approval of the minutes of the June 16, 2016 meeting (Action): On a motion by Ms. Knasinski, seconded by Ms. Waldoch, the minutes of the June 16, 2016 meeting were approved as presented.

3. Public comment (Information). None.

4. Acceptance of the Financial Report (Action): Trends in total library receipts for the period January 2010 through June 2016 were examined; copier and printer revenues are increasing, as well as the eCommerce payment of fines. The library is on target for May and June 2016 for spending budgeted revenues. Building maintenance has increased significantly compared to 2015 because of special quarterly deep cleaning projects. In addition, an HVAC chiller had to be replaced in June at a cost of $3500, to be billed later. Air handlers have needed cleaning because of excavation work and other filtration issues. Ms. Knasinski moved to approve the financial reports for May and June and Mr. Gagliano seconded. All voted in favor.

5. Approval of the bills presented for payment (Action): There were no unexpected expenses for May with the exception of the library deep cleaning project in accounts payable. The only capital budget expense for May was for eBooks for library Kindles. For June, accounts payable reflected the fact that the HVAC system's boilers are operating all year, and so the air from the chillers needs to be heated and dehumidified even in summer. This leads to a gas bill in summer as well as other seasons. In addition, there were expenses for maintenance, employee physicals, and EBSCO (magazine subscription) renewals. Ms. Ryan moved to approve the bills for payment; Ms. Ball seconded. On a roll call vote, Ms. Ball, Ms. Bruhn, Mr. Gagliano, Ms.

Knasinski, Ald. Lubotsky, Ms. Ryan, and Ms. Waldoch voted in favor; none voted against nor abstained.

6. President's Report: No President's Report this month.

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. New Business (Information):
    f. Report, discussion and decision whether to adopt the new mission, vision, values, and strategic issues as developed throughout the 2016 Strategic Planning Initiative and recommended by the Ad-hoc Strategic Planning Committee (Action). The Ad-hoc committee met and recommended that the board adopt the committee's wording for the values, vision, mission, and strategic issues of the Greenfield Public Library.

The Library's values:

1. Lifelong Learning and enrichment
2. Individual and community engagement
3. Quality services
4. Innovation and the bold exchange of ideas
5. Inclusion and respect for diversity

The Library's vision:

An inspired and engaged community of lifelong learners

The Library's mission:

To create opportunities for lifelong learning, engagement and enrichment.

The Library's strategic issues:

1. Better serve our increasingly diverse and ever-changing community
2. Increase broad awareness and use of library services
3. Attract, engage and retain diverse, highly skilled staff
4. Embrace and engage with technological innovation and change
5. Strengthen and expand community partnerships and collaborations

6. Maintain sound business and governance practices

Ms. Waldoch moved to adopt the Values, Vision, Mission and Strategic Issues statements as recommended by the Ad-hoc Strategic Planning Committee. Ms. Bruin seconded; all voted in favor.

g. Report, discussion and decision of preliminary capital and operating budget goals for the 2017 fiscal year (Action). The board looked at a summary of the results of the Strategic Planning public surveys. There were 71 survey respondents, via paper and online. Key concepts mentioned as the library's most important role were books, reading and literacy. Books were also mentioned most frequently by respondents as the reason they loved the library. Suggestions to improve the library included more books and shorter waiting times to procure them, as well as more open hours. 85% of respondents felt the library meets their needs, 90% were very satisfied or somewhat satisfied. 80% rated customer service as high quality.

What people liked most: location and materials. What people liked least: too few hours, not enough programs. Based on the stated challenges and opportunities, the Board discussed several directions for future budget proposals such as extending the library's open hours. If hours were extended to Monday through Thursday 9-9, Friday 9-6 and Saturday 9-5, it would cost an estimated additional $16,000 per year. To add Sundays during the summer (1-5 pm), the cost would be $3,000. A circulating laptop station would cost an estimated $20,000.

The importance of the book and DVD budget to patrons is clear through the survey responses. Milwaukee County is considering an upgrade to the eBook system, which might cost Greenfield $7,000. Assessing the HVAC system and upgrading software for it would cost an estimated $20,000. There is still some money left over in the capital budget to re-do the library's website, as web design standards are continuously changing. The one operated by the Shorewood Library is a good example. Finally, a 24/7 kiosk at the new 84 South development could cost approximately $300,000.

h. Preliminary report and discussion regarding the possible adoption of a MCFLS-wide use of a specialized collection agency to get long overdue materials back and to collect on unpaid bills (Information). Since the Milwaukee Public Library already uses such an agency, it would be efficient for other county libraries to do the same to retrieve their own materials. This agency would collect a flat fee per patron referred for collection, and the library could still make provisions for those under financial hardship.

9. Old Business:

i. Report, discussion and decision on recommending a candidate to the Mayor and Common Council to fill a vacancy on the Library Board (Action). Mr. Derick Kermendy left the board in June to attend graduate school in Missouri. Options for filling the resulting vacancy include appointing the next candidate under previous consideration for a vacancy, going back to the public for nominations, or recruiting a representative from the Whitnall School District. Ms. O'Brien will explore this idea with the new Whitnall school superintendent.

10. Continuing Trustee education: Waived for this meeting.

11. New items for placement on next agenda: The appointment of a new board member; committee appointments; election of officers.

12. Next Meeting (Information): August 11th, 2016 at 6:30 pm (rescheduled from August 18.)

13. Library Director's Report (Information): No report this month.

14. Adjournment: On a motion by Ms. Knasinski, seconded by Ms. Ball, the meeting adjourned at 8:15 pm.

Minutes respectfully submitted by Mary Knasinski.