

GREENFIELD PUBLIC LIBRARY BOARD
Thursday October 18, 2018 6:30 P.M.
2nd Floor Conference Room
5310 W. Layton Ave. Greenfield
Minutes

1. The meeting was called to order by Ald. Lubotsky at 6:30 pm. On a roll call, the following were in attendance:
Ms. Anderson
Ms. Bruhn
Ms. Czaplewski
Mr. Flemming
Mr. Gagliano
Ms. Knasinski
Mr. L'Amie
Ald. Lubotsky
Ms. O'Brien
2. Approval of the minutes of the September 20, 2018 meeting (Action): On a motion by Ms. Bruhn, seconded by Ms. Czaplewski, the minutes of the September 20, 2018 meeting were approved as presented.
3. Public comment (Information). None.
4. Acceptance of the Financial Report for September 2018 (Action): Mr. Gagliano reported that total revenues collected are at 96.85% and expenditures at 73%, and the library is still waiting for some annual bills to come in. Ms. Czaplewski moved to approve the financial report and Ms. Ryan seconded. All voted in favor.
5. Approval of the September 2018 bills presented for payment (Action): Mr. Gagliano reported that the library is approaching the last three months of annual renewals, including the HVAC service agreement. During discussion, it was noted that energy bills were a little lower because of unseasonably warmer temperatures recently. The purchase of prizes for the summer reading program was also reflected in the current bills. Ald. Lubotsky moved to approve the bills for payment, and Ms. Czaplewski seconded. On a roll call vote, Ms. Anderson, Ms. Bruhn, Ms. Czaplewski, Mr. Flemming, Mr. Gagliano, Ms. Knasinski, Mr. L'Amie, and Ald. Lubotsky voted in favor; none voted against nor abstained.
6. President's Report (Information). Budget deliberations have begun for the City of Greenfield. There will be a public hearing on Wednesday November 7. The library has been offered as a venue for a public hearing on the safety referendum. An informational piece has been prepared about it for Greenfield web sites; one of the issues for consideration is that only 27 cents of every tax dollar stays in Greenfield.

7. Committee Reports (Action):

- a. Legislative & Policy Committee Report and Recommendations: Did not meet.
- b. Marketing & Community Relations Committee Report and Recommendations: Did not meet.
- c. Budget & Finance Committee Report and Recommendations: Did not meet.
- d. Human Resources Committee Report and Recommendations: Did not meet.
- e. Building Committee Report and Recommendations: Did not meet, is planning a meeting for November.
- f. Ad-hoc Art Enhancement Committee report and recommendations: Met on October 18, discussed fundraising efforts (currently at \$1,500, below the goal of \$35,000.) There is already a weekly Facebook ad, and the possibility of a one-time email fundraising appeal to library patrons. The committee voted unanimously to recommend this course of action.

8. Library Director's Report (Information).

- A. Report on the status of the Wisconsin DPI Public Library System Redesign (PLSR) project (Information). Ms. O'Brien first distributed a one-page annual Greenfield Library report for 2017, including revenues, expenditures, and activity and circulation numbers. The PLSR steering committee won't submit formal recommendations until after the November election. But several directives have emerged, including the fact that the workgroup reports will be a central focus for deciding on service improvements. The second directive emphasizes general agreement that action should be taken soon. Changes in the way the system is organized should be organic (from within,) not mandated. Improvements need to benefit library patrons, not just systems. Equitable access to library services needs to be a priority. Also discussed are a centralized statewide continuing education portal and development of a discovery layer to draw resources from all the regional online catalogs and make them searchable throughout the state. There is support for the general idea of reducing library systems within the state and the development of system standards. The motivation for change will be through incentives, not penalties.

9. New Business (information).

- A. Report, discussion and decision whether to authorize Greenfield Library staff to email adult library patrons who are Greenfield residents and are active library patrons, as outreach for the current fundraising campaign "Greenfield Creates", utilizing the email addresses attached to their library card registration record that many patrons have voluntarily provided as their preferred means of receiving communications from the Library (Action). The feeling of the Ad Hoc Art Enhancement Committee is that patrons have given implicit permission for their email address to be used for library communication. Other area libraries use emails for similar purposes. There is no plan to send a paper letter to patrons who didn't supply an email address. 13,000 Greenfield residents have library cards and 7,500 email addresses are in the database, with 2,500 of them belonging to frequent library users. This would be the target group, screening out minors and those with more than \$5 in outstanding fines.

The DPI does recommend that the library be prepared for negative reactions from patrons who may not have wished to have their email addresses used for fundraising. The email would be sent out in time for "Giving Tuesday," the Tuesday after Thanksgiving.

An additional fundraising idea for November include suggesting donations at the circulation desk, with patrons given the opportunity to have their name posted on a sign. Ms. Ryan moved to approve the one time use of the email address database to solicit donations. Ms. Bruhn seconded. Emails will be sent out at the library director's discretion. On a roll call vote, Ms. Anderson, Ms. Bruhn, Ms. Czaplewski, Mr. Flemming, Mr. Gagliano, Ms. Knasinski, Mr. L'Amie, and Ald. Lubotsky voted in favor; none voted against nor abstained.

10. Old Business (Information). None.
11. Continuing Trustee Education (Information). An email from Greenfield's chief health officer forwarded an article saying that libraries are playing a major role in the public's health care decisions and access to information. In addition, the Greenfield library staff is trained in the QPR (Question, Persuade, Refer) suicide prevention technique.
12. New items for placement on next agenda (Information). None.
13. Next meeting: November 15, 2018 at 6:00 pm (changed for this meeting from 6:30 pm.)
14. Adjournment (Action). On a motion by Ms. Czaplewski, seconded by Ms. Ryan, the meeting adjourned at 7:25 pm.

Minutes respectfully submitted by Mary Knasinski.