



GREENFIELD PUBLIC LIBRARY BOARD
Thursday, September 18, 2025, at 6:30 P.M.
Second Floor Conference Room
5310 W. Layton Ave. Greenfield, WI 53220

In-person meeting with virtual option available.

1. Call to order and roll call.
2. Public comment (Information) – 5-minute limit.
3. Comptroller’s report (Information)
4. Consent Agenda (Action)
 - a. Approval of August 21, 2025 minutes
 - b. Approval of the August 2025 financial report
 - c. Approval of the August 2025 invoices
5. Items pulled from the consent agenda for discussion (Action)
6. President’s Report (Information)
7. Old Business
 - a. Report and discussion regarding the 2026 budget
8. New Business
 - a. Report, Discussion and Decision regarding 2026 Library Closed Dates
9. Library Director’s Report (Informational)
10. New items for placement on the next agenda (Information)
11. Next Meeting: October 16, 2025 at 6:30pm
12. Adjournment (Action).

Upon reasonable notice, efforts will be made to accommodate the needs of deaf and hard-of-hearing individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Library Director at 414-321-9595, FAX 414-321-8595 or TDD 1-800-947-3529 (WI Telecommunications Relay), or by writing to the Library Director at the Greenfield Public Library, 5310 West Layton Avenue, Greenfield, WI 53220. The Greenfield Public Library is wheelchair accessible. 09/15/2025



GREENFIELD PUBLIC LIBRARY BOARD
Thursday, August 21, at 6:30 PM
Second Floor Conference Room
5310 W. Layton Ave. Greenfield, WI 53220

In-person meeting with virtual option available.

DRAFT MINUTES

1. The meeting was called to order by Creston Flemming at 6:32 p.m.

On roll call in attendance were Alderman Andrew Drzewiecki, Connie Hughes, Creston Flemming, Sue DeWitt, Amber Lococo, Brittany Haiser, Marie Cardenas, and Sarah Dunmire

Also in attendance were Jennifer Einwalter, Library Director; Emily Alford, Assistant Library Director.

2. Public comment (information) - none

3. Comptroller's report (information)

Brittany reported on accounts payable invoices of note: Foremost Doors for a study room door installation and Baker & Taylor subscription fee; everything else routine.

Financials: 98.37% of revenue is in for the year; expenditures are at 55.57% for the year; nothing noteworthy.

4. Consent Agenda (Action)

- a. **Approval of the July 17, 2025, minutes**
- b. **Approval of the July 2025 financial report**
- c. **Approval of the July 2025 invoices**

5. Items pulled from the consent agenda for discussion (Action) - none

Amber motioned to approve consent agenda and Connie seconded; motion passed unanimously.

6. President's Report (information) - none

7. Old Business

a. Report and discussion regarding 2026 budget

Jennifer presented the proposed 2026 budget. She requested a 1.3% increase from 2025. The biggest changes are in salary and wages. The Finance Department suggested Jennifer budget for just employees who take the insurance and not all employees who are eligible. The proposed 2026 budget is currently balanced.

Library needed the air conditioner repaired in the IT part of the basement. This will be a \$7,000-\$9,000 bill. The City offered to pay for the repair. Mayor wants to show his support for the library.

Capital projects: This year the west side of the roof is going to be replaced. In 2027 the east side will be replaced. Jennifer requested to have the carpeting replaced in 2027.

8. New Business

a. Report and discussion regarding Civic Education Programming

Jennifer investigated presenters who could do in-person program since virtual isn't popular with the library's patrons. Jennifer presented information on 4 historic presenters/impersonators.

Jennifer booked a local presenter who has a program on women that helped found America for an April program. She also is a Laura Ingalls Wilder impersonator.

b. Report and discussion regarding recent building repairs

Elevator pit flooded because the sump pump broke. DPW replaced the pump. This happened before the big rainstorm on August 9.

Ideal Mechanical is fixing the air conditioner. Library received quotes from Dillet and Ideal Mechanical.

9. Library Director's Report (Information)

Emily presented Summer Reading report. Summer Reading Challenge participation numbers were about the same as 2024. Summer programming attendance was down, but that is because the library discontinued the art fair, which drew a large crowd.

Jennifer reported that last year library offered 30% more programs than it did in 2023 and had a 50% increase in attendance.

Jennifer provided a list of Summer Reading Challenge winners and fall events brochure.

For Library Card Signup Month in September, the library will be receiving water bottle stickers to hand out to patrons.

Jennifer created a draft of new board directory. Jennifer will make needed changes and share with staff.

Jennifer attended the Digipalooza conference last week and learned about new services Overdrive is offering libraries. She is going to meet with Steve Hesel from MCFLS to discuss the library's options and express a need for more e-Audiobook access.

Jennifer is working on creating a bulletin board policy.

Connie and Barbara Rutkowski are working together to choose historical Greenfield photos to hang in the library. Barbara was a member of the Greenfield Historical Society.

The library is closing for Labor Day weekend and then will open again on Sundays until Memorial Day weekend.

10. New items for placement on the next agenda (Information) - none

11. Next Meeting: September 18, 2025, at 6:30 PM

12. Adjournment (Action).

Connie motioned to adjourn the meeting at 7:42 p.m. and Amber seconded; motion passed unanimously.

GREENFIELD LIBRARY ACCOUNTS PAYABLE
August 2025

		Vendor Name:		
3001.524.1200 Contractual Services	FE Technologies		2 Invoice(s)	\$ 16,316.00
	Batzner		1 Invoice(s)	\$ 97.34
	P-Card 4503 (Adobe)		1 Invoice(s)	\$ 19.99
				<u>\$ 16,433.33</u>
3001.530.0100 Supplies	P-Card 4479 (Amazon, Office Max)		1 Invoice(s)	\$ 304.41
	P-Card 3459 (Amazon)		1 Invoice(s)	\$ 56.40
	P-Card 4503 (Amazon w/several returns, Michaels)		1 Invoice(s)	\$ (7.85)
				<u>\$ 352.96</u>
3001.530.0700 Printing, Programs	James Imaging		1 Invoice(s)	\$ 455.85
	Chellie Beaudot/Cardmaking 102		1 Invoice(s)	\$ 125.00
	P-Card 3459 (Pete's Pops, Smart Kids, Michaels, Amazon, Meijer)		1 Invoice(s)	\$ 2,255.19
	P-Card 4503 (Amazon, Michaels)		1 Invoice(s)	\$ 252.59
	P-Card 4479 (Summer Reading Gift Cards-13 Vendors)		1 Invoice(s)	\$ 707.99
	P-Card 9018 (Meijer, Nature Gifts)		1 Invoice(s)	\$ 97.82
				<u>\$ 3,894.44</u>
3001.530.0800 Communications	P-Card 9018 (T-Mobile)		1 Invoice(s)	\$ 86.33
				<u>\$ 86.33</u>
3001.530.1300 Marketing	P-Card 4503 (Facebook Ads)		1 Invoice(s)	\$ 45.25
				<u>\$ 45.25</u>
3001.530.1600 Training	Shared Mileage Invoice-Jennifer Einwalter		1 Invoice(s)	\$ 305.20
	Mileage Reimbursement-Christine Jackson-Diperna		1 Invoice(s)	\$ 14.70
				<u>\$ 319.90</u>
3002.538.1010 Books	P-Card 9018 (Baker & Taylor)		4 Invoice(s)	\$ 3,102.25
	P-Card 9018 (Ingram)		4 Invoice(s)	\$ 1,091.31
	P-Card 4479 (Amazon, Cengage Group)		1 Invoice(s)	\$ 1,489.87
	P-Card 9018 (Cengage Group)		1 Invoice(s)	\$ 89.70
	Black Stone Publishing (Audiobook)		1 Invoice(s)	\$ 38.94
	MNI		1 Invoice(s)	\$ 283.90
				<u>\$ 6,095.97</u>
3002.538.2000 Periodicals	2026 EBSCO Renewal		1 Invoice(s)	\$ 5,800.49
	P-Card 4503 (Kirkus Reviews)		1 Invoice(s)	\$ 179.00
				<u>\$ 5,979.49</u>
3002.538.3000 Databases	Kanopy		1 Invoice(s)	\$ 170.10
				<u>\$ 170.10</u>
3002.538.5000 Non-Print	P-Card 9018 (Baker & Taylor)		5 Invoice(s)	\$ 362.75
	Midwest Tape		6 Invoice(s)	\$ 188.17
	P-Card 4479 (Amazon)		1 Invoice(s)	\$ 58.19
	P-Card 3459 (Amazon)		1 Invoice(s)	\$ 259.67
	P-Card 4503 (Amazon)		1 Invoice(s)	\$ 126.28
				<u>\$ 995.06</u>
3003.522.1000 Electric	WE Energies		1 Invoice(s)	\$ 4,688.77
				<u>\$ 4,688.77</u>
3003.522.1100 Gas	WE Energies		1 Invoice(s)	\$ 236.69
				<u>\$ 236.69</u>
3003.522.1400 Sewer	Greenfield Sewer/Storm Water		1 Invoice(s)	\$ 816.50
				<u>\$ 816.50</u>
3003.530.9500 Building Maintenance	Kolster Landscapes		1 Invoice(s)	\$ 2,305.50
	Milwaukee Lawn Sprinkler Corp.		1 Invoice(s)	\$ 224.00
				<u>\$ 2,529.50</u>
	TOTAL ACCOUNTS PAYABLE		51 Invoice(s)	<u>\$ 42,644.29</u>
	Final 9/9/2025 sw			

REVENUE AND EXPENDITURE REPORT FOR GREENFIELD
 PERIOD ENDING 08/31/2025

GL NUMBER	DESCRIPTION	2025 AMENDED BUDGET	YTD BALANCE 08/31/2025	ACTIVITY FOR MONTH 08/31/2025	AVAILABLE BALANCE	% BDGT USED
Fund 100 - LIBRARY						
Revenues						
Dept 0000						
100-0000-411.1000	GENERAL PROPERTY TAXES	1,438,260.00	1,438,260.00	0.00	0.00	100.00
100-0000-430.1010	NET USAGE PAYMENTS	54,061.00	55,762.62	0.00	(1,701.62)	103.15
100-0000-436.9000	OTHER STATE PAYMENTS	0.00	0.00	0.00	0.00	0.00
100-0000-467.1010	LIBRARY REVENUE	14,000.00	9,953.78	479.00	4,046.22	71.10
100-0000-467.1020	PHOTO COPIES	10,000.00	8,148.37	1,002.10	1,851.63	81.48
100-0000-467.1030	PROGRAMS	0.00	0.00	0.00	0.00	0.00
100-0000-467.1040	FINES	10,000.00	10,453.97	1,507.16	(453.97)	104.54
100-0000-467.1050	FINES - MCFLS SUSPENCE	100.00	144.86	0.00	(44.86)	144.86
100-0000-467.1070	OTHER	0.00	(344.82)	208.76	344.82	100.00
100-0000-480.1000	DONATIONS GENERAL	0.00	1,761.19	70.64	(1,761.19)	100.00
100-0000-480.1100	DONATIONS - ENHANCEMENT PROJECTS	0.00	0.00	0.00	0.00	0.00
100-0000-481.1000	INTEREST INCOME	100.00	82.37	10.60	17.63	82.37
100-0000-484.1000	DAMAGE TO/LOSS OF PROPERT	0.00	0.00	0.00	0.00	0.00
100-0000-494.1000	OTHER FUNDS	40,000.00	20,000.00	0.00	20,000.00	50.00
Total Dept 0000		1,566,521.00	1,544,222.34	3,278.26	22,298.66	98.58
TOTAL REVENUES		1,566,521.00	1,544,222.34	3,278.26	22,298.66	98.58
Expenditures						
Dept 0000						
100-0000-580.0000	TRANSFER TO OTHER FUNDS	0.00	0.00	0.00	0.00	0.00
Total Dept 0000		0.00	0.00	0.00	0.00	0.00
Dept 3001 - LIBRARY OPERATIONS						
100-3001-510.0000	SALARIES & WAGES	850,778.00	563,634.47	67,919.10	287,143.53	66.25
100-3001-514.0000	OVERTIME	500.00	0.00	0.00	500.00	0.00
100-3001-515.0100	GRP HEALTH/LIFE INSURANCE	223,520.00	91,291.88	12,280.21	132,228.12	40.84
100-3001-515.1100	EMPLOYER TAXES-FEDERAL	65,085.00	41,473.99	4,978.69	23,611.01	63.72
100-3001-515.1500	PENSION-GENERAL	54,906.00	36,798.61	4,442.28	18,107.39	67.02
100-3001-519.4000	WORK PERMITS, ETC.	1,500.00	0.00	0.00	1,500.00	0.00
100-3001-521.2800	BANK SERVICE CHARGES	1,000.00	0.00	0.00	1,000.00	0.00
100-3001-524.1110	MCFLS/AUTOMATION	33,000.00	24,581.17	1,289.27	8,418.83	74.49
100-3001-524.1200	EQUIPMENT MAINTENANCE	40,000.00	19,091.33	117.33	20,908.67	47.73
100-3001-530.0100	OFFICE SUPPLIES/SM \$ ITEM	15,000.00	7,720.64	610.93	7,279.36	51.47
100-3001-530.0700	PRINTING	18,000.00	14,144.24	3,879.44	3,855.76	78.58
100-3001-530.0800	POSTAGE & MAILING	1,800.00	993.48	86.33	806.52	55.19
100-3001-530.1100	DUES & SUBSCRIPTIONS	1,500.00	684.02	0.00	815.98	45.60
100-3001-530.1300	MARKETING	5,000.00	2,539.30	45.25	2,460.70	50.79
100-3001-530.1600	TRAINING	6,000.00	7,137.06	625.10	(1,137.06)	118.95
100-3001-530.4500	EQUIPMENT REPAIRS	10,000.00	7,709.00	0.00	2,291.00	77.09
100-3001-580.1100	NEW EQUIPMENT	4,618.00	6,974.12	0.00	(2,356.12)	151.02
100-3001-580.1200	ENHANCEMENT PROJECTS	0.00	0.00	0.00	0.00	0.00
100-3001-590.9800	CONTINGENCY	0.00	0.00	0.00	0.00	0.00
Total Dept 3001 - LIBRARY OPERATIONS		1,332,207.00	824,773.31	96,273.93	507,433.69	61.91
Dept 3002 - LIBRARY COLLECTION						
100-3002-538.1010	BOOKS	90,000.00	53,235.80	6,137.89	36,764.20	59.15
100-3002-538.2000	PERIODICALS	7,500.00	4,751.99	4,096.49	3,655.50	63.36

REVENUE AND EXPENDITURE REPORT FOR GREENFIELD

PERIOD ENDING 08/31/2025

GL NUMBER	DESCRIPTION	2025 AMENDED BUDGET	YTD BALANCE 08/31/2025	ACTIVITY FOR MONTH 08/31/2025	AVAILABLE BALANCE	% BDGT USED
Fund 100 - LIBRARY						
Expenditures						
100-3002-538.3000	DATA BASE MANAGEMENT	8,746.00	980.10	170.10	7,765.90	11.21
100-3002-538.4000	EBOOKS	7,568.00	0.00	0.00	7,568.00	0.00
100-3002-538.5000	NON-PRINT	10,000.00	11,345.04	528.10	(1,345.04)	113.45
Total Dept 3002 - LIBRARY COLLECTION		123,814.00	70,312.93	10,932.58	53,501.07	56.79
Dept 3003 - BUILDING OPERATIONS						
100-3003-522.1000	ELECTRIC	33,000.00	26,160.79	4,303.20	6,839.21	79.28
100-3003-522.1100	GAS	10,000.00	6,748.83	166.14	3,251.17	67.49
100-3003-522.1300	WATER	2,300.00	954.16	0.00	1,345.84	41.49
100-3003-522.1400	SEWER SERVICE	3,700.00	2,553.16	816.50	1,146.84	69.00
100-3003-529.1000	JANITORIAL	29,000.00	20,024.00	2,503.00	8,976.00	69.05
100-3003-530.0600	BUILDING SUPPLIES-JANITOR	4,000.00	1,704.16	0.00	2,295.84	42.60
100-3003-530.9500	BUILDINGS MAINTENANCE	28,500.00	41,473.67	929.57	(12,973.67)	145.52
Total Dept 3003 - BUILDING OPERATIONS		110,500.00	99,618.77	8,718.41	10,881.23	90.15
TOTAL EXPENDITURES		1,566,521.00	994,705.01	115,924.92	571,815.99	63.50
Fund 100 - LIBRARY:						
TOTAL REVENUES		1,566,521.00	1,544,222.34	3,278.26	22,298.66	98.58
TOTAL EXPENDITURES		1,566,521.00	994,705.01	115,924.92	571,815.99	63.50
NET OF REVENUES & EXPENDITURES		0.00	549,517.33	(112,646.66)	(549,517.33)	100.00



Calendar of open days, closed days and paid holidays

DRAFT

2026

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30		

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6				1	2	3	4							1
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	23	24	25	26	27	28	29	
31														30	31						30	31					

September							October							November							December								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7				1	2	3	4	5
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12		
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19		
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26		
27	28	29	30				25	26	27	28	29	30	31	29	30						27	28	29	30	31				

2026 Holiday Schedule

Thursday, January 1- Closed	New Year's Day	Sunday, Sept. 6 - Closed	Labor Day Weekend
Friday, April 3 - Closed	Friday before Easter	Monday, Sept. 7 - Closed	Labor Day
Sunday, April 5 - Closed	Easter Sunday	Thursday, Nov. 26 - Closed	Thanksgiving
Saturday, May 23 - Closed	Memorial Day Weekend	Saturday, Nov. 28 - Closed	Thanksgiving Weekend
Sunday, May 24 - Closed	Start of Closed Sunday Hrs	Sunday, Nov. 29 - Closed	Thanksgiving weekend
Monday, May 25 - Closed	Memorial Day	Thursday, Dec. 24 - Closed	Christmas Eve
Friday, July 3 - Closed	Observance Independence Day	Friday, Dec. 25 - Closed	Christmas Day
Saturday, July 4 - Closed	4th of July Weekend	Thursday, Dec. 31 - Closed	New Year's Eve
Saturday, Sept. 5 - Closed	Labor Day Weekend		

Greenfield School District No School Days | Spring Break is March 30 - April 3 | Last of school is June 11

Staff Development - Friday, May 29th

10 paid holidays, 1 paid floating holiday (City Policy)
 21 unpaid closed days, 32 total closed days. | one paid closed day for staff training (same as 2025)



9/8/25

To: MCFLS Board, Steve Heser
From: Brian Van Klooster, Library Director
Re: September 2025 LDAC meeting highlights

Introduction of Kelly Nelson, new SEWI CE Coordinator at Bridges Library System: Retirement of the long-time continuing education coordinator has led to refilling the position. I highlight this as another example of the efficiencies found through intergovernmental coordination and its positive impact on Milwaukee public library staff training opportunities. MCFLS and SEWI may pursue a combined Director's Retreat in 2026, further saving System funds and putting peers together in a supporting learning environment.

Discussion on electronic resources: Heser provided valuable statistical insights from a several-week-long local pilot data collection effort between MCFLS and MPL. The data shows clearly that hoopla use is predominantly e-audiobooks, and increasing the quantity of Libby ebook copies in a "lucky day" collection will have a positive impact on reducing wait times for popular ebook titles for MCFLS library customers. The data also shows that ebook use since 2021 has had a constant annual increase for all member libraries. An average of 14% of member circulation is electronic materials. A proposal was included that provides a choice of 3 levels of financial investment by all members to fund a lucky day collection starting in 2026. Extended discussion on a variety of related topics.

Some members stated they intend to continue investing heavily in electronic books, with up to 4 members continuing hoopla in 2026 as well as contributing more to a Libby lucky day collection. MPL has provisionally reconfirmed its commitment to continue providing around \$75,000 in unsolicited funds to the Libby Advantage ebook collection in addition to the new lucky day funding proposal.

Some members have looked at competing ebook products but note the value of increased investment by all members in a consistent product is greater than choosing separately. Members will submit their official commitment to a Libby lucky day collection via email within the month.

Welcome Card pilot program: MPL and Wauwatosa will run a pilot for several months to study the impacts of providing free, nearly-full access to library resources to persons lacking proof of Milwaukee County residence ID as required by the majority of MCFLS member libraries. Their goal is to reduce barriers to library resource use for unhoused, unstably-housed, or others without traditional personal documentation, and identify if concerns about abuse of resources are theoretical or real before deciding to extend, reduce, or end the pilot. Many members present expressed support for the pilot.

Member updates: MPL's rebuilt King Branch grand opening was Saturday 9/6.

Learning • Curiosity • Service • Community

Lucky Day Trial - August 2025

OverDrive's "Lucky Day" collection is a feature for MCFLS to provide patrons with instant access to high-demand titles that otherwise have a long waiting list.

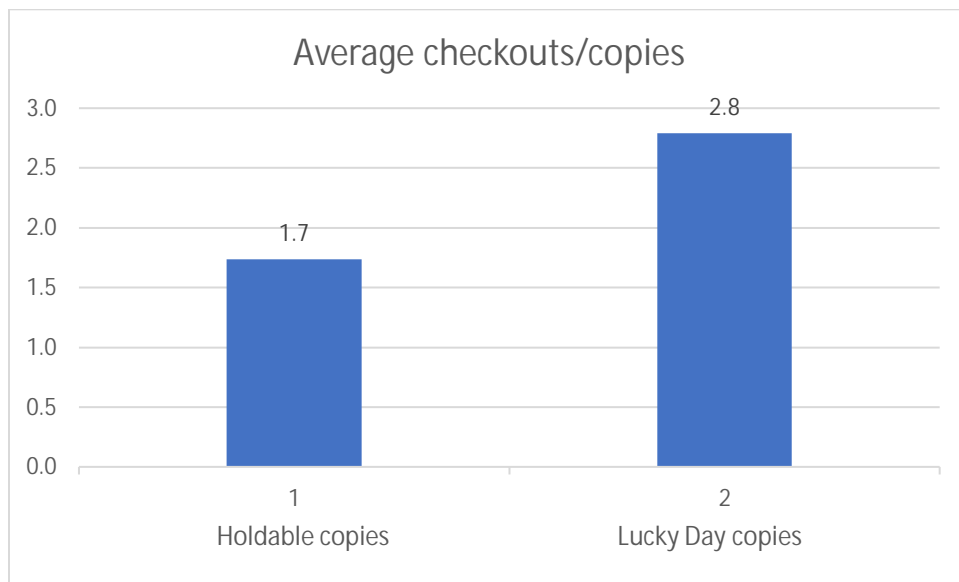
1. Understand the Purpose of a Lucky Day Collection

A Lucky Day collection is made up of extra copies of popular digital titles (eBooks, audiobooks) that are not part of the regular hold queue. They have a shorter lending period and cannot be renewed or placed on hold. This "first-come, first-served" model is designed to:

- Reduce wait times for popular titles.
- Increase patron satisfaction by providing an immediate gratification option.
- Boost circulation of high-demand content.

2. Circulation Data/Turnover Rate

Circulation of our Lucky Day (LD) titles was tracked from August 7 – August 27, 2025 comparing the usage of these copies to the holdable copies of the same titles. The high circulation of Lucky Day titles directly shows their impact. Clearly, LD copies efficiently serve a larger number of patrons in a shorter amount of time.



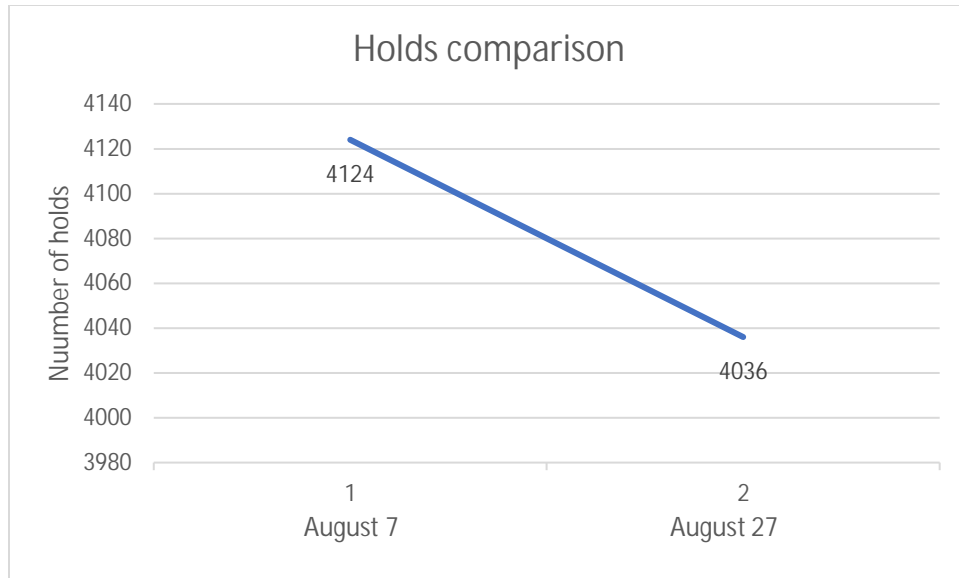
3. Holds Data

The number of holds on the LD titles/copies (both holdable and LD) were compared:

- August 7, 2025 these titles/copies had 4124 holds
- August 27, 2025 the same titles/copies had 4036 holds

The decrease in holds by 88 demonstrates the high demand for these titles and highlights how the Lucky Day collection is effectively "skipping the line" for patrons and reducing the overall waitlist pressure.

Lucky Day Trial - August 2025



4. Justify the Investment

Cost-Per-Circulation (CPC) Analysis: The high circulation and quick turnover of Lucky Day titles results in a lower cost-per-circ, demonstrating a good return on investment.

The value of the Lucky Day collection is also in its visibility and accessibility to patrons.

Patron Interests Manager: This tool helps identify high-demand titles based on "Notify Me" tags from patrons. Using this data, we can strategically purchase additional copies for our Lucky Day collection, showing that MCFLS is directly responding to patron demand.

Budget Allocation: This data shows that a small, targeted investment in these high-demand titles has a disproportionately positive impact on patron satisfaction and engagement.

5. Lucky Day Lending Policies

These parameters are set at the State level and apply to all Lucky Day collections.

- Users currently can only borrow 10 titles at a time, whether or not they are Lucky Day copies.
- 2 concurrent Lucky Day titles per user.
- Lending periods - Applied only to Lucky Day copies of a title.
 - 7 days Ebook lending period
 - 14 days Audiobook lending period

OverDrive Advantage and Lucky Day Collection Proposal

Background

There has been growing concern among directors (both within MCFLS and statewide) about the sustainability of hoopla collections. While the service is popular, the user base is relatively small and costs continue to increase even with changes made to the service model. A few more libraries have communicated to MCFLS that they will not continue with hoopla for 2026, even though patron demand for digital content (particularly audiobooks) continues to grow. **In response, we are proposing member reinvestment in the OverDrive Advantage collection and establishing a system-wide Lucky Day collection of popular, high-demand titles available immediately without holds or wait times for all audiences.**

Rationale

- **Cost Sustainability:** Unlike hoopla, OverDrive copied are purchased as needed, offering predictable budgeting for members year over year.
- **Familiar Platform:** Patrons already use the **Libby app**, which is the preferred and familiar entry point for most digital borrowers in Milwaukee County. Adding Lucky Day titles leverages this existing platform, eliminating the need for patrons to learn and manage a separate app.
- **Curated Collection:** Advantage selectors can **choose and refresh titles** to ensure the Lucky Day and Advantage Collection shelves reflect community demand and system priorities. This curation builds consistency and relevance across the county.
- **User Experience:** Immediate access to high-interest titles with a Lucky Day collection reduces frustration with long hold queues and reinforces the value of library e-collections.
- **Equity & Access:** A shared Lucky Day collection ensures all county residents benefit, regardless of which local library they belong to. This replicates the existing shared model of physical materials system-wide.

Proposal

MCFLS proposes member reinvestment in the OverDrive Advantage collection and establishing a system-wide Lucky Day collection. Initial funding would be drawn from existing digital content allocations, with future growth tied to demonstrated demand. Key elements:

1. **Initial Investment:** Redirect funds previously allocated to hoopla into building a Lucky Day pool of high-demand e-books and e-audiobooks and enhancing the Advantage collection.
2. **Collection Management:** Titles will be curated by MCFLS Advantage selectors with input from member libraries to maintain relevance and balance.
3. **Sustainability:** Purchases are one-time or term-based rather than open-ended transactional costs, allowing for consistent budget planning.
4. **Usage Growth Model:** Each year, MCFLS will review circulation statistics for Lucky Day materials. If annual usage increases exceed a set benchmark (e.g., 5–10% growth), additional investment will be recommended to expand the collection proportionally.

OverDrive Advantage And Lucky Day							
Cost Estimates							
Library	Overdrive Adv Use *	% Use	Proposed Member Contribution Levels			2026 Est. hoopla Costs	
			\$100K	\$150K	\$200K		
Brown Deer	3278	1.06%	\$ 1,064	\$ 1,597	\$ 2,129	\$ 3,700	
Cudahy	5476	1.78%	\$ 1,778	\$ 2,667	\$ 3,556	\$ -	
Franklin	17225	5.59%	\$ 5,593	\$ 8,390	\$ 11,187	\$ 18,058	
Greendale	7085	2.30%	\$ 2,301	\$ 3,451	\$ 4,601	\$ 8,277	
Greenfield	11093	3.60%	\$ 3,602	\$ 5,403	\$ 7,204	\$ -	
Hales Corners	3105	1.01%	\$ 1,008	\$ 1,512	\$ 2,017	\$ 4,937	
Milwaukee	133774	43.44%	\$ 43,440	\$ 65,160	\$ 86,880	\$ 174,266	
North Shore	19676	6.39%	\$ 6,389	\$ 9,584	\$ 12,779	\$ -	
Oak Creek	15527	5.04%	\$ 5,042	\$ 7,563	\$ 10,084	\$ 18,412	
St. Francis	4857	1.58%	\$ 1,577	\$ 2,366	\$ 3,154	\$ 5,334	
Shorewood	12971	4.21%	\$ 4,212	\$ 6,318	\$ 8,424	\$ 13,768	
South Milwaukee	5684	1.85%	\$ 1,846	\$ 2,769	\$ 3,691	\$ 7,192	
Wauwatosa	39479	12.82%	\$ 12,820	\$ 19,230	\$ 25,640	\$ 42,837	
West Allis	16761	5.44%	\$ 5,443	\$ 8,164	\$ 10,885	\$ 21,017	
Whitefish Bay	11960	3.88%	\$ 3,884	\$ 5,826	\$ 7,767	\$ 12,202	
TOTAL	307951	100.00%	\$ 100,000	\$ 150,000	\$ 200,000	\$ 330,000	
* 7/1/2024 - 6/30/2025 on Advantage Copy Circulation							

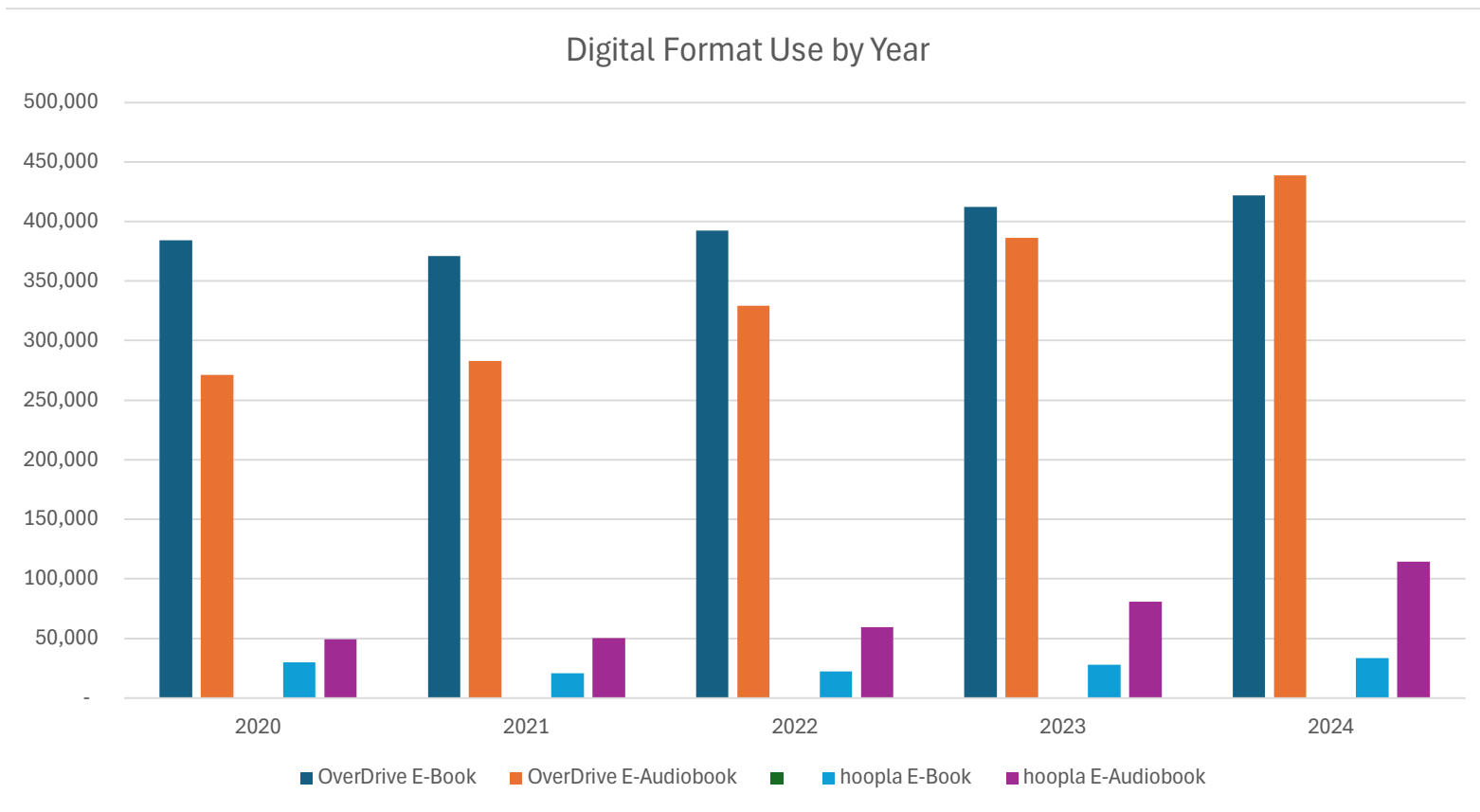
Greenfield proposes adding the full \$10,000 budgeted amount. Oak Creek is proposing \$18,412 and dropping Hoopla. MPL proposes keeping Hoopla and adding \$75,000 to the Advantage Collection plus \$86,880.

The consensus of LDAC is to focus this funding on e-audio.

MCFLS Member OverDrive and hoopla Usage by Format

	2020	%	2021	%	2022	%	2023	%	2024	%	2025 *	%
OverDrive E-Book	383,970	59%	370,700	57%	392,068	54%	412,359	52%	421,927	49%	259,681	46%
OverDrive E-Audiobook	271,351	41%	282,771	43%	329,170	46%	385,943	48%	438,782	51%	308,716	54%
hoopla E-Book	29,877	38%	21,080	30%	22,327	27%	27,728	26%	33,639	23%	12,443	20%
hoopla E-Audiobook	49,447	62%	50,138	70%	59,554	73%	80,964	74%	114,659	77%	48,877	80%

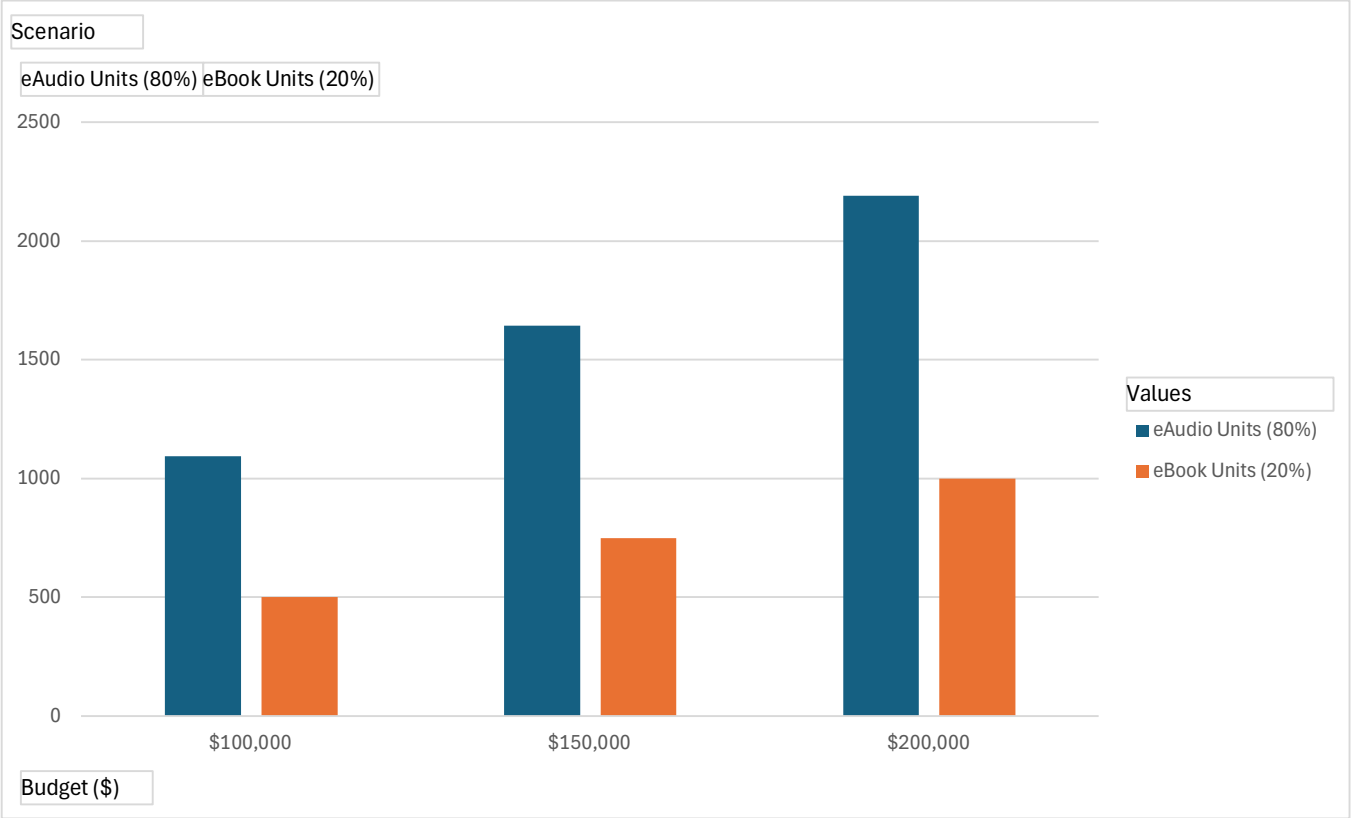
* Through July 2025



Copies Purchased Estimate by Budget Level

Scenario Base (Spokane averages)

Row Labels	eAudio Units (80%)	eBook Units (20%)
\$ 100,000	1095	500
\$ 150,000	1643	750
\$ 200,000	2191	1000
Grand Total	4929	2250



Digital Material Use as a Percentage of Overall Circulation						
2020-2024						
Library	2020	2021	2022	2023	2024	
Brown Deer	11%	12%	11%	11%	12%	
Cudahy	7%	7%	7%	7%	9%	
Franklin	15%	12%	13%	14%	16%	
Greendale	12%	10%	11%	11%	13%	
Greenfield	14%	13%	14%	15%	15%	
Hales Corners	9%	7%	10%	11%	12%	
Milwaukee	33%	29%	26%	28%	29%	
North Shore	24%	21%	21%	23%	25%	
Oak Creek	19%	15%	14%	15%	17%	
Shorewood	12%	10%	11%	12%	14%	
South Milwaukee	18%	14%	17%	17%	16%	
St. Francis	12%	11%	13%	14%	15%	
Wauwatosa	14%	11%	12%	13%	14%	
West Allis	11%	9%	10%	12%	14%	
Whitefish Bay	17%	12%	13%	13%	13%	
Average	15%	13%	13%	14%	15%	
Median	14%	12%	13%	13%	14%	