



**Irvin L. Young Memorial Library
431 W Center St
Whitewater WI 53190
Board of Trustees Regular Meeting
Community Room
Monday, April 16, 2018, 6:30 pm**

1. Call to Order by President Hartwick at 6:31

Present: Brienne Diebolt-Brown, Anne Hartwick, Richard Helmick, Jim Winship, Teresa Golembiewski (Alternate)

Absent: Cory Pepler, Jaime Weigel (Alternate) Julie Caldwell, Chris Grady

Staff: Stacey Lunsford, Diane Jaroch, Deana Rolfsmeyer, Claire Kinder-Tidwell

2. Consent Agenda

- a) Approval of minutes of the March 19, 2018 regular meeting*
- b) Acknowledgement of receipt of financial reports for March 2018*
- c) Approval of payment of invoices for March 2018*
- d) Acknowledgment of receipt of statistical report for March 2018*
- e) Acknowledgment of receipt of treasurer's reports for March 2018*

MSC Helmick/Winship to approve the consent agenda as presented

Ayes: Diebolt-Brown, Hartwick, Helmick, Winship, Golembiewski

Nays: None

3. Hearing of Citizen Comments

- a) Patrick Singer present - No comments made

4. Old Business

a) Library Building Expansion Project

1. Winship gave a report on Library Marketing Committee meeting with City Manager Clapper and Finance Director Steve Hatton, learned about city budget and debt profile, city can borrow up to 5% the assessed property in area, but should not get above 70% of that, we have borrowing capacity (up to \$14,000,000), talked about the process for creating an RFP for a public/private partnership, quantify and qualify what other city needs there are to inform the RFP, date for completion of RFP set for 3 months from now, Plan B is to plan for a small-scale renovation of the library, marketing committee will report again next month
2. Winship submitted municipal debt profile for minutes – general obligation debt (funded by taxes) & revenue obligation debt (funded by utilities)

b) Council and Community Communications ~ Discussion

1. Nothing to report



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5. New Business

a) Strategic Planning Consulting Services ~ Discussion and Possible Action

1. The library has never had a strategic plan and needs one, there will need to be a committee which will consist of members of the board and members of the staff

MSC Winship/Helmick to Engage Wisconsin Library Services in Strategic Plan Consulting

Ayes: Diebolt-Brown, Hartwick, Helmick, Winship, Golembiewski

Nays: None

b) Review and re-approval of the Claims Returned Policy ~ Action

MSC Winship/Diebolt-Brown to re-approve the Claims Returned Policy as presented

Ayes: Diebolt-Brown, Hartwick, Helmick, Winship, Golembiewski

Nays: None

6. Staff & Board Reports

- a) Director's Report (see attached)
- b) Adult Services Report (see attached)
- c) Youth Educational Services Report (see attached)
- d) Programming & Makerspace Librarian Report (see attached)
- e) Board member reports

1. Scheduled webinar reports for March meeting:

- i. Jim Winship, Every Day Advocacy

7. Board member requests for future agenda items

- a) Winship requested that we put 15 minutes aside at next meeting to work on "library board elevator pitch" from 2017 Trustee Training when discussing the library

8. Confirmation of next meeting on May 21, 2018, 6:30 pm

9. Meeting adjourned at 7:22 p.m.

Respectfully submitted,

Brienne Diebolt-Brown, Trustee

DIRECTOR'S REPORT

May 21, 2018

I. ADMINISTRATION

- a. Ten work orders were sent out in the month of April.
 - i. Two laptops were reported for problems (2 work orders).
 - ii. A hinge on one of the back room cupboards needed repair.
 - iii. The water filter on the bubbler needed to be replaced.
 - iv. Two light bulbs in the Spacesaver were burned out and needed to be replaced.
 - v. Photo editing software needed to be added to public laptops compatible with Windows 10.
 - vi. The staff restroom toilet wouldn't flush.
 - vii. One light bulb in the children's department was burned out and needed to be replaced.
 - viii. The TV display wasn't receiving a signal.
 - ix. Email for the summer intern needed to be activated.

II. BUDGET

- a. None.

III. PERSONNEL

- a. Staff completed mandatory training on use of social media on their personal devices as it pertains to their employment from the Cities and Villages Mutual Insurance Company.

IV. LIBRARY COLLECTION

- a. Staff has completed weeding projects in the adult paperback section.

V. PUBLIC AND COMMUNITY RELATIONS

- a. The City Manager spent a morning working with staff as part of an "in the field" experience on Friday, May 4.
- b. We had a meeting of the Food Truck Festival committee on Tuesday, May 8. We have five food trucks committed already with more than 20 requests out for participation. PR coordinator is posting events to Facebook and has made flyers for distribution.

VI. LIBRARY BOARD RELATIONS

- a. None

VII. LIAISING WITH CITY, STATE, COUNTY, AND SYSTEM GROUPS

- a. I attended the Bridges Library System Strategic Planning Retreat on Thursday, April 19, in New Berlin. I've attached the minutes of the meeting for your review. The main points were that we consider our greatest strength the strong leadership from the library system. Our main weaknesses are that we are data-poor for decision-making and that we do not have adequate local technical support for many of our

DIRECTOR'S REPORT

May 21, 2018

libraries. Our biggest opportunity is facilitating data collection to show gaps with non-users and to know our collection for better collection management. We see our biggest risk as the Public Library System Redesign project as there are still many variables that will be considered before a recommendation is made to the state and some of the recommendations could be detrimental to the positive system we already have in place.

- b. I attended the Wisconsin Association of Public Libraries conference on Thursday, May 3. I have attached a separate report on the sessions I attended.
- c. I attended the APL meeting in Pewaukee on Friday, May 11. We will no longer be sending fines owed to other libraries in excess of \$20 in one day to said libraries. Libraries will keep all fines collected and only send reimbursement for damaged or lost items to the owning libraries. Biblioboard, the new online interface for self-publishing, will be up and running by June 1. There will be an upgrade in August to the Polaris software we use from v 5.5 to v. 6.0. One of the great new features available in the upgraded version will be one-click holds.

VIII. PROFESSIONAL DEVELOPMENT

- a. I attended a training webinar on Biblioboard and SELF-e, the self-publishing tool on Tuesday, May 8.

Adult Services Report for the Month of April

Three people attended the afternoon monthly book group *What Are You Reading* on April 10th.

On the evening on April 10th, author Ronald J. Berger discussed his book, *Children, Save Yourself!* Ron was an excellent speaker and the audience engaged in lively conversation. His presentation was very educational and really made those in attendance stop and think about the Holocaust, and how unique the experience was for every individual person, even those from the same family. 25 people attended.

The Little Free Library Reception we co-hosted on April 11th with Young Auditorium for The Big Read program was a fun, interactive event. Many of the local Free Library Stewards came to chat and connect with one another. They also had the opportunity to help decorate the Little Free Library that will be installed at Young Auditorium. There were craft activities, books for stewards to take for their libraries, information about The Big Read, and delicious appetizers from The Black Sheep. We had fourteen people attend.

Mark Denning, a Big Read presenter, was due to perform on April 12th, but he did not show up. I had ten people in attendance, but no presenter. I called him and he thought he was expected the following week. Sadly, he had us confused with the Hedberg Public Library. I was able to reschedule and he did come back on May 3rd and provided us with a wonderful Native Dance program. There were ten in attendance.

27 people participated in the Maker Monday workshop on April 16th. This month we created Teacup Fairy Gardens, which were a big hit with everyone. It was so fun to see how everyone decorated his or her teacup fairy garden. Fairy garden classes are very popular with our community. I had several families attend this program, which was encouraging to see.

Sadly, only one person showed up for the Active Shooter Training on April 19th. We decided to postpone the program as the person in attendance had the opportunity to attend a similar training at her workplace.

There were only three in attendance for The Big Read book discussion of *The Round House* on April 24th.

I proctored three exams this month.

I have included an email exchange I had with a patron who was very appreciative of the easy access to our digital newspapers.

Meetings/Workshops Attended:

April 06: Bridges Libraries Transform wrap up meeting

April 13: Jefferson County Drug Free Coalition meeting
April 16: Library Board meeting
April 20: Library staff annual fire and tornado drills
April 24: Bridges Inclusive Services meeting
April 30: Teleconference with WiLS concerning the strategic planning process
May 04: Wisconsin Association of Public Libraries (WAPL) annual conference (report at end)

Email exchange between Lynn, a patron researching her family history, and myself.

Good afternoon Ms. Jaroch,

I have been researching my family's history in Wisconsin for some years and, for the first time, came across a family who moved from Milwaukee to Whitewater. I would like to find the death notices for the individuals as I go along, but have no experience with the papers in the Whitewater area and hope you might be able to steer me in the right direction.

Thank you for taking the time to help,

Lynn

Hi Lynn,

We do have newspapers going back to the 1800's and they are all digitized and accessible from our website. We also have them all on microfilm for viewing here at the library. Our website is www.whitewaterlibrary.org and the link to the newspapers is on the left hand side, towards the bottom of the page, in a colorful box that says "Newspapers". Let me know if I can help further!

Diane

Hi Diane,

That's a reply that deserves a big **WOW!** I've never encountered a library that made their database available to people who don't have one of their cards. That's quite a gift...thank you. I'll check out the papers in the morning; my fingers and eyes have had it for today.

Lynn

Hello again Diane,

I just wanted to let you know that I did start using the newspaper access available on the library's site and I can't believe the treasures I've been finding. I was overwhelmed when I first looked at the search operator but decided to keep it simple; I picked the 1st paper listed and typed in the surname only, using the spelling the family seemed to use most often...and I came up with 66 items – the first 3 being the death notices/obituary for the 3 people I've researched so far!

Thank you again for your help – and hope you have a great weekend,

Lynn

WAPL , Friday, May 4, 2018, Programs Attended

- (1) Expand Your Reach
- (2) You Have a Friend on the Farm
- (3) Take It Outside: Adult Programming
- (4) Luncheon: Adverse Childhood Experiences, Resilience, and the Role of the Public Service Worker

Expand Your Reach

From festivals and fairs, to butterflies and bikes, librarians are exploring new ways to connect to their communities outside of the library doors. At this session, I learned about three successful community engagement projects: Columbus's Friday Night Out, Shorewood's Monarch Project and Eau Claire's BookBike. They were all very interesting and something we could conceivably do at our library. Deana also attended this session, and since attending, we have made plans to implement a Monarch Project at our library. The BookBike idea would also be a great asset to our community, and we hope to apply for a grant next year to help fund such a project.

You Have a Friend on the Farm

This session looked at community engagement focusing on the farming/agricultural sector. The Milton Public Library reached out to their agricultural community and were able to raise over \$250,000 for their building renovation expansion. At this session, they highlighted the fact that there are often members of the community who would be more than happy to help fund a new library, but are often overlooked. The key is targeting groups who might not be first and foremost on your list of perspective donors. As a result of funding from the AG community, the Milton Public Library's children's department has a farm theme.

Take It Outside: Adult Programming

Librarians Lauren LaPlant and Leah Liebergen of Brown County Library in Green Bay discussed how challenging programming for adults can be, especially when the weather warms up. They shared some of the adult programming they have done outdoors in warmer months and how they can be done at minimal cost with great success. I obtained some great ideas that I hope to implement in the future.

Luncheon: Adverse Childhood Experiences, Resilience, and the Role of the Public Service Worker

The luncheon speaker on Friday was Jasmine Zapata, MD, and founder of Motivational MD Enterprises, LLC, in Madison, WI. Jasmine was a very inspirational speaker. I learned about adverse childhood experiences and how they can dramatically impact those they serve and work with, the brain development of a child who has experienced adverse childhood experiences, the role of resilience and community support in combatting the effects of adverse childhood experiences, what role the public service worker plays in combatting adverse childhood experiences and toxic stress, and how to develop an action plan to protect one's own self from vicarious trauma when working on these issues. It was really great to learn the many ways we as librarians can be advocates for children who may be facing adverse experiences in their life. Dr. Zapata shared her personal stories, asked for audience participation, and read excerpts from her newest book, which she had for sale at the end.

I really enjoyed the 2018 WAPL Annual Conference. I learned something valuable at each program and felt the topics discussed this year were timely with those we have been discussing at our library. I have already planned an outdoor adult craft program based on the information I learned at the Take It Outside: Adult Programming session.

Youth Educational Services Report May 2018

Summer Reading Program PSA

On Tuesday, April 24th Claire and I met with Kristin Mickelson and her staff at the Whitewater Community Television Station. They are creating a summer reading program PSA that will be sent to the schools, posted to our website and Facebook pages, and played on the local television station. They plan to have the video complete by Friday, May 18th.

Young Adult Advisory Council

YAAC had its last meeting on Wednesday, April 25th. Our members advised me on prizes for the teen summer reading program. Due to low attendance, we will be suspending this program for the time being.

Cupcake Wars

Due to a lack of registration, the Cupcake Wars program was cancelled.

Passive Programs

We hosted two passive programs in the children's department in April: Our Poet-tree and a National Parks Scavenger Hunt. The Poet-tree activity was a bust, but the National Parks Scavenger Hunt had 18 participants in the week that it was up. A patron informed me that her 4 year old granddaughter liked the scavenger hunts so much that they are now doing them at home.

WAPL

On May 3rd and 4th I attended the WAPL conference in Pewaukee. Sessions I attended included:

- Explore and Experiment with Science Kits
- 60 Teen Programs in 60 Minutes
- Escape Room Challenge
- Marketing on a Shoe String (or No String) Budget
- Expand Your Reach
- Reinventing Your Library

60 Teen Programs in 60 Minutes had a long list of teen passive programs that I look forward to implementing. In addition, due to what I learned about Shorewood Library's Monarch Project in *Expand Your Reach*, we will be raising monarch butterflies in the library over the summer.

May Board Report

Paint a Piggy Bank

April 23, 2018

- **23 Attended, 14 kids, 9 Adults**
- Children were given Wooden nickels to “buy” their supplies: Paint, sequins,
 - They were given enough that they could have a little of each supply and something extra if they “budgeted” well.
- Parents joined in to make their own pig, some older siblings as well.
- Free Books *Those Shoes* and *Planet Zee and the Money Tree* were given out along with early financial literacy information for parents.
 - Several of the left over books have been placed in the Little Free Library, the rest are available in the Children’s Area.
- We held an event with Andersen Library on Campus where the students from the Children Center came to hear stories read by Deana and myself. Andersen provided banks for kids to paint there.

WAPL

May 3, 2018

- Received some wonderful ideas for new STEM Kits
 - Family Adventure Packs- Packs that will circulate where parents can check out specific activities they can do in Whitewater during the summer. Ideas include: Hiking, Bird Watching, Visiting the Mounds, and Star Gazing.
 - Local groups such as the Ice Age Trail and the Landmark commission have been contacted for partnership.
- Makerspace Confidential- Josh Cowles from Fond Du Lac shared his story about how they renovated their libraries basement into a Makerspace. He shared many of his trials and successes for creating a larger makerspace.

Work it with Richard Simmons (On Film)

May 15, 2018

- **One person attended**
- There was a ton of hype for this program and many people seemed excited
- Flyers were posted at the Aquatic Center as well as word of mouth
- There was a bit of confusion, some people thought that Richard Simmons was going to physically be there.
- We will try this again on another day, hopefully it was just because it was a Monday.