

Minutes for the November 17, 2015 meeting of the
Baraboo Public Library Board of Trustees

- I. Call to Order
 - A. Note compliance with Open Meeting Law
The meeting was called to order at 5:30 pm
 - B. Roll call
Members present: E. Burchett, J. Ellington, M. Grant, F. Hartmann, N. Knappen, B. Stelling, L. Von Asten, D. Wernecke

Members absent: J. McMahon

Others present: M. Allen, C. Kipp, N. Rybarczyk, R. Whyte
 - C. Approve agenda
Motion by N. Knappen to approve the agenda
Second: J. Ellington
Vote: Motion carried
 - D. Approve minutes of the October 20, 2015 meeting
N. Knappen said that in the second paragraph under the review of the fall public relations mailing in New Business, the second sentence should say that he cited a remark from a Gates Foundation consultant who said it was as important for libraries to think about their digital space as much as their physical space.

Motion by J. Ellington to approve the minutes as amended
Second: L. Von Asten
Vote: Motion carried
- II. Unfinished Business
 - A. Library building project budget estimate
D. Wernecke was interested in other library projects around the area and M. Allen distributed a draft table with some information on area building projects. M. Allen was still waiting for some information from some of the libraries listed.

Many trustees expressed interest in knowing how much OPN was charging in architectural fees.
 - B. 2016 Budget
The City of Baraboo budget hearing is next Tuesday. Sauk County's budget hearing was last Tuesday. The Sauk County Library Board met today and disbursed the 2016 County library budget as proposed including \$2222.22 in technology funding to each library, except Wisconsin Dells.
 - C. 2016 Capital budget request
There were no changes to report.

D. Discussion of proposed technology survey

M. Allen talked a little about the Edge Initiative and how it would help us take a systematic look at our public access technology. The workbook is well designed. She also talked about the Grow Baraboo Initiative.

N. Knappen said the Edge Initiative was good and holistic, but very broad. It could take a long time finish the survey and he said there were some needs that require more immediate attention. M. Grant suggested pursuing both the holistic approach and a survey that asks patrons what they want.

It was discussed to leave the questions open-ended and accept responses for at least three months. The questions should solicit input about desired services and equipment that patrons would like access to through the library. The survey should be available on the website, Facebook, and on paper copies. It was also suggested to send the survey link via email.

E. Discussion of library website

N. Knappen reported that he met with E. Burchett, N. Rybarczyk, and K. Alexander to discuss the website and look at some good and bad examples of library websites. He said the group felt that the website needed to:

- be easy to read and understand
- be easy to use
- have a clean, uncluttered design
- integrate well with mobile platforms
- feature a single screen home page
- use the Drupal platform because the staff was familiar with its interface

The group also felt it was not necessary to reinvent the wheel. Current content could still be used. It was also felt that working with a local or area firm with information architecture expertise was crucial.

N. Knappen also discussed that there are many resources and metrics available for evaluating websites.

Some examples of good and bad websites were shared with the board.

N. Rybarczyk emphasized that it was important to get more input from staff and management. He also questioned whether the website redesign should be part of a more comprehensive marketing and communications plan. He also questioned if we need to have more focus on branding and logo creation to have a consistent look to all signs, newsletters, brochures, and the website.

N. Rybarczyk also asked the Library Board about how they think social media relates the website. Is social media a stand-alone communication piece or should it be used as a tool to interact with patrons and bring them to our website? The answer may affect how the website functions and looks.

E. Burchett suggested the first step should be to hire a web designer to give the site a more modern look.

Motion by N. Knappen to put out an RFP for a library web designer

Second: E. Burchett
 Vote: Motion carried

III. New Business

- A. Discussion of revenue breakdown for library building project – city capital request and campaign goal
 M. Allen reported the library has about \$2 million in various funds. In the draft of the City capital plan, the library is slated for \$3 million. M. Allen felt we should ask for \$4 million.

Discussion followed about how much money to request from the City for the building project. There was debate about whether to ask for \$4 million or \$5 million dollars. J. Ellington suggested the board should ask for what is needed and see what the City officials say.

Motion by J. Ellington to request a \$5 million capital contribution for the building project and set the fundraising campaign goal at \$2 million

Second: N. Knappen
 Vote: Motion carried

- B. Discussion of cost for Development Director position and renewal
 M. Allen included a memo in the Board packet and said the end of R. Whyte's term is approaching. Many things have changed and M. Allen said the way the Development Director position is currently structured may be more than the library can afford for the next 5 years. She asked the Board if they felt they could afford the position on top of the capital campaign. She said that other options, such as fundraising consultant may be more economical.

N. Knappen felt R. Whyte's position should be renewed for 2016 and more research should be done to see how much it would cost to keep the position for the next 5 years versus hiring a fundraising consultant.

F. Hartman said he felt the public relations and relationships R. Whyte has built are critical to the campaign and felt her position should be renewed. M. Grant said the conversation on the position will be continued at next month's meeting.

- C. Request to close on Thursday, December 3 from 9 am – 1 pm for staff in-service

Motion by N. Knappen to approve the request to close

Second by J. Ellington
 Vote: Motion carried

- D. Proposal for expenditure of funds raised at 2014 gala – A Novel Evening

The event was promoted to raise funds for library services, facilities, collections, and programs. M. Allen proposed spending \$2,159 on each of the four areas dividing equally between youth and adult needs.

Motion by L. Von Asten to approve the proposal by M. Allen for expenditure of funds raised at the 2014 gala – A Novel Evening

Second: E. Burchett
 Vote: Motion carried.

- E. Proposal to increase time available for Adult Services Librarian/Assistant Director to work on key projects

M. Allen said it would cost \$766 to cover N. Rybarczyk's desk hours with a substitute for the month of December. This would free up some time for him to work on projects the website redesign project and technology survey. M. Allen suggested the fund balance could be used to cover the costs.

Motion by J. Ellington to approve the proposal by M. Allen to use \$766 from the fund balance to cover the cost of a substitute to increase time available for Adult Services Librarian/Assistant Director to work on key projects

Second: E. Burchett

Vote: Motion carried.

- F. Discussion of the assignment of cost for Donor Perfect software subscription – operating budget or segregated

There was discussion by the Board and the consensus was that the software subscription was an operating expense.

- G. Building & Grounds Committee: proposal for priorities and budget for improvements

N. Knappen said the committee met and discussed the status of the reading room remodel. Wes Reynolds from OPN attended the meeting as well. The committee noted there was a distinct need for charging stations. After further discussion, W. Reynolds suggested a request be created for what needed to be done. He said the committee also needed to come up with a budget.

The Building & Grounds Committee members rated the order of priority for the project and the results are as follows:

1. Furniture
2. Power/charging
3. Fireplace
4. Painting (walls)
5. Carpet
6. Lighting Alternatives

The budget for the project was discussed next. N. Knappen suggested having budgets of \$50,000, \$75,000, and \$100,000 and see what OPN could do with each budget. L. Von Asten was comfortable with spending \$100,000 for the project. M. Grant liked N. Knappen's suggestion of having three budgets.

D. Wernecke noted that there are excellent local furniture makers that could create furniture that would mirror the architecture and existing woodwork.

Motion by N. Knappen to create a proposal for OPN for refurbishing the reading room with budget numbers of \$50,000, \$75,000, and \$100,000

Second: J. Ellington

Vote: Motion carried

IV. Financial Summary

A. Bills: E. Burchett, examiner

Motion by J. Ellington to pay the bills

Second: D. Wernecke

Vote: Motion carried

B. Revenue and donations report

The revenue and donations report was reviewed.

C. Expenditure report

The expenditure report was reviewed.

D. Trust fund report

The trust fund report was reviewed. M. Allen pointed out the statement from Raymond James arrived after L. Laux compiled her report.

V. Consent agenda

A. Correspondence

L. Von Asten said that Dr. Chris Olson had sent an email to M. Allen and had arranged for Anne Horjus, Gail Johnson, Carey Kipp and Meg Allen to be recognized at a school board meeting for the contributions of the library the elementary schools.

There was discussion about removing the consent agenda because of the absence of the Teen Advisory Board (TAB) representative at the meeting. It was felt that the TAB reports and committee reports were important share and to discuss.

VI. Adjournment

Motion by J. Ellington to adjourn

Second: N. Knappen

Vote: Motion carried

Meeting adjourned at 7:01 pm.