

MINUTES FOR THE SEPTEMBER 15, 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: M. Grant, F. Hartmann, N. Knappen, B. Stelling, L. Von Asten, D. Wernecke

Members absent: J. Ellington, W. Maffei, J. McMahon

Others present: M. Allen, C. Kipp, N. Rybarczyk, R. Whyte, T. Konkel
 - C. Approve agenda
N. Knappen requested that *Status of Library Board Trustee replacement* be added as item H under New Business.
Motion by N. Knappen to approve the agenda as amended
Second: D. Wernecke
Vote: Motion carried
 - D. Approve minutes of the August 18, 2015 meeting
Motion by L. Von Asten to approve the minutes of the August 18, 2015 meeting
Second: N. Knappen
Vote: Motion carried.
- II. Unfinished business
 - A. Discussion of per meeting fee paid to Board members
F. Hartmann said that the motion he made previously failed for lack of a second and he had nothing further to add.
 - B. Library building project budget estimate
M. Allen stated the estimate the Board saw last month was a construction only-estimate. She sent along a project estimate from OPN on the new plan and the project estimate from the charrette design for comparison.

D. Wernecke found some inconsistencies with the new estimate and the charrette estimate. He felt the budgets were a little excessive and he would like to know more about how they were devised and receive an explanation of the inconsistencies between them.

He proposed having a conversation with Barbara McCormick to get a better handle on the budget estimates. He will report back to the Board. M. Allen said she is waiting on a response from OPN to the questions she had about the budget as well.
 - C. 2015 year end appeal letter and discussion of the purpose for funds raised

R. Whyte said she would like to have a concrete goal for the appeal. She suggested waiting on the appeal letter if we are asking for technology needs because of the technology items in the capital requests.

There was a discussion about sending out a general appeal.

N. Knappen said the library does not do any marketing and would like to see some of that done. He also said research has shown that young people are more likely to donate with a text. He thought a text service should be implemented to accommodate this type of giving. M. Grant liked that approach. She also felt doing an appeal that shows what services we have to offer is a great idea.

M. Grant was interested in including broad choices to which donors could designate their gift such as the building fund, technology, or programming. N. Knappen said giving choices is not the preferred method in his experience. One project or goal is the preferred method to ask for donations. R. Whyte said providing choices also requires the donor to make a decision and that we could lose some immediate responses when the appeal is set aside while the donor thinks about the options.

L. Von Asten said in her experience with direct marketing, one target is the preferred method.

M. Grant expressed concern with investing so much money on a mailing.

B. Stelling suggested adding a donate button to the Facebook page.

N. Knappen said we should try to reach the people who do not know what services we have to offer.

Motion by N. Knappen to move forward with a general public relations mailing and come back in October with a budget—not more than \$5000

Second: L. Von Asten

Vote: Motion carried

D. 2013 – 2017 Operating Plan review

M. Grant said we are making progress. She noted the following issues:

- P. 2--did not understand why the emergency action plan is contingent on the patron bill of rights. M. Allen said the patron bill of rights is not contingent on the emergency action plan. The priority has changed as a result of feedback from the staff and she is working on the emergency action plan first.
- P. 4—the Community Borrowing Card has “implement and promote” as completed. It should say “ongoing.” M. Allen said a new piece to the Community Borrowing Card is that the UW Systems libraries have new library catalog software.
- P. 20—new dates are needed for the presentation to the city council on the building project.

M. Grant suggested conducting a poll on the website to determine interest on having Sunday hours.

B. Stelling asked if money is spent on Facebook promotion. M. Allen said we do not have an advertising budget. B. Stelling said the cost is minimal and it helps when she is planning events at her business. M. Allen said there is a small amount of funds in the public relations lines of the budget (account 391.001) that could potentially be used for Facebook promotion of events.

M. Grant suggested meeting with the staff to see if new objectives could be added to the plan. Its purpose is to be a living document.

E. Changing the meeting format

M. Allen distributed a sample agenda from the Common Council that included a consent agenda section. M. Allen asked if today's agenda included the desired changes.

M. Grant said she does not feel like the changes will save much time.

B. Stelling said everything under the consent agenda needs to be submitted in advance.

N. Knappen suggested adding the financial summary to the consent agenda. Both M. Grant and B. Stelling said they do not think the financials should go in the consent agenda.

F. 2016 Budget

M. Allen reported the budget included in the packet was approved by the finance committee.

Motion by F. Hartmann to approve the 2016 budget

Second: N. Knappen

D. Wernecke asked if there were any employees who were exempt from Social Security. Based on his knowledge, the amount in that line item should be about \$2,000 more. M. Allen said she would check with the City Treasurer.

D. Wernecke also did not see a specific line item for fundraising. M. Allen said that fundraising is paid for with Trust Funds.

Vote: Motion carried

III. New Business

A. Discussion of 2016 Capital request budget

The capital requests were reviewed. M. Allen said the first page was a list in priority order.

Motion by N. Knappen approve everything that qualifies for a capital request

Second: B. Stelling

Vote: Motion carried

B. Resolution in honor of Wayne Maffei's service and a trustee on the Baraboo Public Library Board

M. Allen read a proposed resolution in honor of W. Maffei's service as a trustee. M. Grant asked for a chance to discuss and revise the resolution. M. Allen and M. Grant will meet at a later date to discuss the resolution.

C. Discussion of proposed technology survey

A draft of some example questions in the Board packet was reviewed. N. Knappen would like to see a survey that was short and simple, such as "what is one thing that you would like to check out from the library?"

D. Wernecke felt that there should be a category about what we do not have. N. Knappen is concerned that the survey will be too long. It was discussed that the proposed questions in the Board packets were just a first draft.

L. Von Asten suggested taking the list of the services we do not offer and have patrons pick their top ten choices.

D. Request to expend an additional \$1,225 from impact fees for locking casters for the new audiovisual shelving units

Motion by N. Knappen to expend an additional \$1,225 from impact fees for locking casters for the new audiovisual shelving units

Second: B. Stelling

Vote: Motion carried

E. Request to transfer ownership of the remaining lanterns from "A Novel Evening" to the Friends of the Baraboo Public Library

Motion by D. Wernecke to transfer ownership of the remaining lanterns from "A Novel Evening" to the Friends of the Baraboo Public Library

Second: N. Knappen

Vote: Motion carried

F. Request to expend \$105 in Sauk County technology funds for a stop motion animation kit to be shared among the Sauk County libraries

Motion by D. Wernecke to approve the request to expend \$105 in Sauk County technology funds for a stop motion animation kit to be shared among the Sauk County libraries

Second: B. Stelling

Vote: Motion carried

G. Renewal of option agreement with the United Methodist Church to purchase parcel of land for the building project

M. Allen reported she did not have the agreement yet.

H. Status of Library Board Trustee replacement

M. Allen said that the manufacturing businesses and the millennial age group are areas of the community that are not yet represented on the Library Board. She contacted Joel Soenksen of Teel and Evan Burchett, a member of the new book club for 20-30 somethings, to see if either of them was interested in serving on the Library Board.

M. Grant reported F. Hartmann agreed to take over as Financial Secretary.

IV. Financial Summary

A. Revenue and donations report

The financial summary was reviewed. M. Allen highlighted that we received our 2nd quarter payment from ecommerce transactions from SCLS.

B. Expenditure report

The expenditure report was reviewed.

C. Trust Fund report

The Trust Fund report was reviewed. The quarterly statement should be arriving next month.

V. Consent agenda

There was discussion on the following items of the consent agenda:

B. Correspondence

C. Kipp said the library received a thank you card from the Boys & Girls Club for the donation from the penny challenge.

C. Staff Reports: Director, Youth Services, and Development

M. Allen talked a little about the Baraboo Boosters program where new residents can request a personal welcome and introduction to the community. She is one of the ambassadors for the Baraboo Boosters.

F. Friends Report

L. Von Asten reported the Annual Friends meeting will be next Tuesday. It is their 10th Anniversary Celebration and will feature Jean Feraca.

G. Teen Advisory Board (TAB) report

T. Konkel reported the teens have finished the quilt project and Banned Books Week was starting soon.

Motion by N. Knappen to approve the consent agenda

Second: B. Stelling

Vote: Motion carried

VI. Adjournment

Motion by B. Stelling to adjourn

Second: L. Von Asten

Vote: Motion carried

Meeting adjourned at 6:48 pm.