

LIBRARY BOARD MEETING
Monday, July 8, 2013
Library Community Room, 5:00 P.M.



PLEASE TAKE NOTICE that a meeting of the Brown Deer Library Board will be held in the Community Room at the Brown Deer Library, 5600 West Bradley Road, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Persons Desiring to be Heard
- III. Consideration of Minutes: June 10, 2013 – Regular Meeting
- IV. Unfinished Business
 - A) Response to Bond Proceeds projects questions
- V. Report of Library Director
- VI. Report of Friends of the Library
- VII. New Business
 - A) Consideration of Vouchers
- VIII. Adjournment

A handwritten signature in black ink, appearing to read "B. Williams-Van Klooster", written over a horizontal line.

Brian Williams-Van Klooster, Library Director
July 2nd, 2013

Brown Deer Public Library - Director's Report

July 2013

Facility:

- Windows cleaned (has been over 2 years since last cleaning)
- Community room burned out bulbs replaced
- Bond Proceeds projects update
 - Library interior painting project is complete per previous Director: past Director's decision to expend budgeted amount on staining and resealing interior wood trim rather than incur cost & disruption of patching after removal of wall coverings, painting over wall coverings is an option but not explored at that time; rear fence staining, previous Director's decision to allow fence to weather rather than stain.
 - Street sign: Brian met with Lemberg Sign on 6/28 at the recommendation of Nate Piotrowski, Village Community Development Director. Lemberg is the vendor chosen to create and install the new Original Village sign. Lemberg will provide design and pricing options. Options will be shared with the Library Board, Michael Hall and Nate Piotrowski for input on the final design.

Meetings:

- 6/18 – Department Head meeting, new CIP process introduced by Michael Hall
- 6/19 – Meeting with Interim Treasurer to make final assessment of actual Bond Proceeds balance
- 6/26 – Workshop at New Berlin PL, *RFID: What is it? Where is it going? Is it right for your library?*
 - Brian does not recommend any action at this time beyond general discussion at Board level
- 6/28 – Meeting with Lemberg Sign reps to discuss new street sign

Marketing/Communication:

- *Tracker*: Tracker weekly reports will begin to take a standardized 4-week rotating format. Each report will include staff meeting attendance, facility updates, and program announcements for the upcoming week. Additionally, each week of a 4-week rotation will highlight other info - materials purchase highlights from the last month (wk 1), statistics from the last month (wk 2), e-resource highlights (wk 3), TBD (wk 4)
- Banner: A Brown Deer Library banner was designed and sent to Bolder Graphics for printing. It will be used as a table skirt for upcoming outreach activities.
- Community Vibes, July 17: 2 library staff will occupy an outreach table at the next concert, library programming and service information will be available for handout
- Telephone messages: Library telephone messages have been re-recorded and simplified to resolve technical issues arising from the de-centralized nature of the Village's phone system administration. All open/closed messages now use the same year-round hours message that notes summer Saturday closures.

Staff:

- Summer is always a busy time of year; All staff are hustling to keep up with demand.
- Library Aide weekly hours doubled (from 8 to 16) to help keep up with increase in shelving and special project support.

Statistics:

- Brian has created a spreadsheet containing the majority of Brown Deer Library statistics reported to the DPI from 1986-current. It includes additional statistical data (turnover, reciprocal borrowing payments, per-circ rates) not in the DPI report that will assist with evaluation of funding and use patterns over time. This data will provide objective measurements on which to base budgetary, service, collection and staffing decisions moving forward.

Children's / Young Adult Services

Programs:

- Summer Reading
 - Excellent attendance for all SRP programs this year, all at or above capacity
 - Zoo Program June 14th – **52 people**
 - Inventor Program June 18th – **41 people**
 - Garden Party Program June 19th – **57 people**
 - Tie Dye Program June 28th – **73 people**
- Ongoing summer programs require children to regularly come into the library to participate:
 - 'Flat Stanley', kids take a cardstock gnome home to color and then take their picture with while they're out and about this summer.
 - Several have been returned already
 - 'Roaming Gnome', hiding a gnome statue in the library on a daily basis which children can find for a small prize.
 - Has been an unexpectedly popular draw for families to visit regularly, likely more often than they would otherwise.
- Summer storytime sessions
 - Monday and Wednesday sessions reached signup capacity; drop-ins also invited to attend without craft participation
 - Average of **33 participants per session**
- Movie Nights, June 13 & 27
 - **50 participants total**
- Lego Club – June 25th
 - **34 people**

Miscellaneous:

- continued to help train Library Intern Meghan, including giving her some control over the YA area and showing her how to make brochures and displays
- training a new volunteer who is going to be helping out with all three areas (children's, YA, and adult)

Adult Services

Materials:

- Over 400 catalog records added or modified
- Increased weeding of duplicate, outdated or poor condition materials

Meetings:

- Participated in webinar on selection of audiobooks

Miscellaneous:

- Heavy reference due to peak season and high Summer Reading participation
- Training of new volunteer and continued coordination of existing volunteers and projects

MCFLS / Other

- MCFLS Board of Trustees submitted a letter to the Director of WiLS to express opposition to the following preliminary recommendations made by the SRLAAW subcommittee (Attached)
 - #1 – Eliminate the statutory requirement for resource libraries (S43.16)
 - #6 – Replace the existing population standards for public library systems (S43.15) with the following demographic and organizational standards :
 - Counties
 - The library system has a minimum of three (3) participating counties.
 - Reasons for their opposition are expressed in the letter.
 - The MCFLS Board would appreciate any letters of support; Per Jim Gingery, “It is most effective if we speak with a unified voice and your letters of support would be very welcome.”
 - Brian recommends that the Brown Deer Public Library’s Board of Directors allow him to draft a letter, to be approved by the Board and forwarded to WiLS

**Brown Deer Public Library
Director's Monthly Usage Report**

CIRCULATION by item type

	2013		2012		TOTAL
	ADULT	YOUTH	ADULT	YOUTH	
JAN.	12,059	5,400	12,417	5,247	17,664
FEB.	9,530	4,610	11,575	5,534	17,109
MARCH	10,366	6,063	12,295	5,808	18,103
APRIL	11,906	5,563	12,161	6,961	19,122
MAY	11,520	5,616	12,537	6,165	18,702
JUNE	10,430	6,662	12,024	7,430	19,454
JULY	0	0	13,271	7,804	21,075
AUGUST	0	0	13,777	7,122	20,899
SEPT.	0	0	11,364	5,664	17,028
OCT.	0	0	12,340	6,344	18,684
NOV.	0	0	10,992	5,663	16,655
DEC.	0	0	9,960	4,525	14,485
TOTAL	65,811	33,914	144,713	74,267	218,980

RESERVES/HOLDS

	2013		2012		Paging	
	Slips '13	Slips '12	Slips '13	Slips '12	Slips '13	Slips '12
Jan.	615	621	1,705	1,705		
Feb.	631	636	1,420	1,651		
Mar.	615	634	1,634	1,690		
April	452	758	1,792	1,684		
May	350	514	1,496	1,617		
June	463	546	1,492	1,558		
July	0	485	0	1,795		
Aug.	0	667	0	1,698		
Sept.	0	758	0	1,504		
Oct.	0	628	0	1,738		
Nov.	0	385	0	1,470		
Dec.	0	332	0	1,136		
Total:	3,126	6,964	9,539	19,246		

**INTERNET USAGE
(user sessions)**

	2013	2012
JAN.	2,582	2,814
FEB.	2,484	3,045
MARCH	2,698	3,348
APRIL	2,532	3,462
MAY	2,739	3,705
JUNE	2,468	2,944
JULY	0	3,125
AUGUST	0	3,227
SEPT.	0	2,818
OCT.	0	3,528
NOV.	0	2,577
DEC.	0	2,090
TOTAL	15,503	36,683

PROGRAMS

Juv/YA Prog	2013 Att.	Adult Prog	2013 Att.	2013 Total
5	114	0	0	114
3	84	1	11	95
6	149	1	13	162
3	87	1	13	100
2	46	1	48	94
11	451	0	451	451
0	0	0	0	496
0	0	0	0	301
0	0	0	0	163
0	0	0	0	203
0	0	0	0	170
0	0	0	0	181
30	931	4	85	1,016
TOTAL	3,126	6,964	9,539	19,246

BUILDING USAGE

	2013	2012
9,107	9,107	9,987
7,344	7,344	9,776
8,116	8,116	10,687
8,054	8,054	11,010
7,462	7,462	10,201
8,060	8,060	10,997
0	0	11,986
0	0	11,642
0	0	10,901
0	0	11,499
0	0	10,453
0	0	8,101
48,143	48,143	127,240

June 10, 2013

Stef Morrill, Director
WILS
728 State Street, Room 464
Madison, Wi 53706

Dear Stef,

On behalf of the Milwaukee County Federated Library System (MCFLS) Board of Trustees, I am writing this letter to you in your role as facilitator for the SRLAAW subcommittee process on Creating More Effective Library Systems.

We appreciate the work of the SRLAAW subcommittee. We know that all involved have put in many hours of considered reflection and we applaud all of you in your efforts. We support much of what has been proposed.

However, we would like to formally express our opposition regarding two of the preliminary recommendations found in the SRLAAW Subcommittee draft of April 29, 2013 – Progress Report and Preliminary Recommendations.

The first preliminary recommendation we oppose is

#6 – Replace the existing population standards for public library systems (s 43.15) with the following demographic and organizational standards:

Counties

- The library system has a minimum of three (3) participating counties.

The MCFLS Board (and its member libraries) feel that MCFLS should be exempted from any requirement for expanding beyond our current one county system. There are many reasons for this, including :

1). Service population. Milwaukee County already serves a population of 955, 205 (2012 est.) out of statewide population of 5,726,398 (2012 est.). This is 16.7% of the state population. One of every six residents of Wisconsin resides in Milwaukee County. There are 17 systems in the State. Some selective, justified mergers of existing systems can be accomplished without requiring Milwaukee County to do the same.

2) Efficiencies. We are already an excellent example of "economy of scale" services at its smartest and most efficient. Our already large service scale has resulted in great benefits in sharing, purchasing and collaborating. We are concerned that expanding MCFLS to an even larger size will make us too big and erode our quality of service.

3) Integrated Library System (ILS). We have developed an integrated library system that serves our members well. We do not have the same ILS as contiguous counties. We do not see where a likely required forced change in ILS vendors would benefit either MCFLS or any of the systems found in contiguous counties.

4) Delivery. We feel that delivery is already maximized in our system for efficiency. Further geographic expansion would cause additional complexities with no clear benefit.

The second preliminary recommendation we oppose is

#1 – Eliminate the statutory requirement for resource libraries. (s. 43.16).

It is our understanding that the results from the retreat in February pointed toward a "modernization" of the resource library statutory language rather than the elimination of the statutory requirement itself. We therefore recommend a careful and thorough examination of the specific language involved with the current resource library requirement. We feel it would be more appropriate to offer recommendations for modernizing the role of the resource library role than recommending its statutory elimination.

We appreciate this opportunity to express our opinion regarding the SRLAAW process on Creating More Effective Library Systems. We look forward to further dialogue as the process moves forward.

Thank you.

Sincerely,



Paul M. Ziehler, President
Milwaukee County Federated Library System Board of Trustees

Cc: Kurt Kiefer, Assistant State Superintendent, Division of Libraries and Technology,
Department of Public Instruction

Cc : John Thompson, Chair, SRLAAW

Cc : Board Presidents, MCFLS Member Libraries