



Library Board Meeting Minutes
September 12, 2017
5:30 pm
Archer Meeting Room

The meeting was called to order by President-Elect Cindy Zellers at 5:31 p.m.

Present: Robert Burck, Marybeth Paulisse, David Reed, Jeremiah Tucker, Courtney Ward-Reichard, and Cindy Zellers. Library Director Jocelyne Sansing, Administrative Librarian Rebecca Light and Interlibrary Loan Librarian Jenny Carr also attended.

Absent: Roshelle Ritzenthaler, Robert Seltzer, Thomas Yost

1. Public Comments

No members of the public were present.

2. Approval of Minutes of the August 8, 2017 meeting (action item)

Motion to approve the minutes was made by Mr. Reed, and seconded by Mr. Burck. The motion passed unanimously.

3. Approval of Vendor July and August 2017 report (action item)

Motion to approve the July and August 2017 Vendor Report was made by Ms. Ward-Reichard, seconded by Ms. Paulisse. The motion passed unanimously.

4. Bylaws review and update (action item)

Ms. Ward-Reichard discussed proposed changes to the bylaws that she prepared with the input of Ms. Sansing. She explained that the changes can be grouped into three categories: cosmetic changes, to ensure consistency in language; clarifying changes, intended to more clearly express current practices; and substantive changes. The proposed substantive changes include a description of the role of liaison trustees, the addition of a procedure to remove a trustee, description of the duties of standing committees and expansion of a conflict of interest policy.

Mr. Reed requested the use of Oxford commas throughout the document. Ms. Zellers requested clarification in the language regarding the automatic removal of liaison trustees if such individuals cease their affiliation with their respective groups.

Mr. Burck moved to approve the bylaws with the changes requested by Mr. Reed and Ms. Zellers. Mr. Tucker seconded. The motion passed unanimously.

5. Committee Updates

a. Building

Ms. Sansing reported that the building committee's purpose has been formalized with the adoption of the revised bylaws. The committee will be able to move forward with capital requests, including carpeting and shelving. The committee will work to establish a meeting schedule to move forward on these tasks.

b. Development

Ms. Sansing indicated that the Development Committee will meet on September 15 to review assets and discuss options.

c. Personnel

Ms. Zellers indicated that the committee met (Ms. Zellers, Mr. Tucker and Mr. Seltzer), and asked Ms. Sansing to update her goals as director. The committee is also working on creating a document that can be used for her performance evaluations, gathering samples and obtaining Ms. Sansing's input. Ms. Zellers also reported that the committee will work with City Administrator Mike Davis to establish an annual performance review schedule that coincides with the city budgeting process, allowing flexibility for the committee to recommend salary adjustments based on performance.

6. Liaison Updates (10 min.)

a. Friends

Mr. Reed reported that the Friends is donating \$500 to the Foundation, which will be sufficient to open the Foundation account with SCLS. Ms. Sansing said that she is pleased that the Foundation is getting off the ground with the participation of trustees, Friends Board members, and library staff. She encouraged trustees to donate \$50 to \$100, stating that checks can be made to SCLS, with Middleton in the memo line.

Book sales continue to go well, and the Friends are in a good financial position. The Rotary Club will take books that the Friends cannot use, and will distribute them in places where books are needed.

b. MCPASD

Ms. Paulisse reported that, within the last year and a half, the district is looking at expansion of facilities, with the possibility of a referendum in November 2018. One option in this planning process is to create spaces where there is more collaboration with the community, including a potential partnership with the library, including makerspace and technology collaboration.

c. Common Council

Mr. Burck reported that it is budgeting time at the City, and that the capital and operations budget requests are being reviewed. There will be a public meeting in November. Mr. Burck reported that Ms. Sansing's presentation to the Council was received favorably.

d. Community

Ms. Sansing would like to use this agenda item to allow the trustees to share information about issues of interest in the community. Mr. Burck suggested communication with Ms. Sansing if trustees would like to propose ideas.

7. Library Staff Presentation by J. Sansing, R. Light, J. Carr: ALA 2017 Highlight report

Ms. Sansing shared a powerpoint with highlights of the ALA conference, beginning with experiences of Ms. Bell (who was on vacation). Ms. Bell attended sessions regarding new recommendations for screen time for children, and ideas for storytime for young children. One key takeaway was getting over losing "stuff" from the library....meaning that items like legos should be freely used, and if something happens to them, they can be replaced just like books and other library materials that wear out.

Ms. Carr explained her duties as acquisitions librarian. She is responsible for purchasing adult DVDs, and also keeps track of a budget to make sure staff is spending within guidelines. She is also the interlibrary loan librarian, and discussed the services used by the library to locate and borrow materials from elsewhere in the state and country. She explained that it is a Wisconsin law that the service needs to be offered at no cost to patrons.

Ms. Light summarized a session called Better Service than Amazon & Nordstrom: Secrets to How It's Done. The presenters were from the Arapahoe Public Library. They use a metric called the net promoters score, which measures how much a customer would recommend the service to others. Libraries use many ways to promote activities, but people care more about word of mouth than a fancy flyer. People share experiences with friends and family that go beyond their expectations. If they have a really great or really bad experience, they are more likely to share. The takeaway is to delight the customer with great service.

Arapahoe shifted away from positions that are not customer centric, and all library staff received 27 hours of customer service training. Some staff were not interested in customer service, so ended up leaving their positions. One idea was to ask people who praise a library program to pass on that recommendations to others. They also recommend a "let's find out together" approach, asking library patrons to come with the staff member to find out the answer instead of simply sending that person elsewhere.

Ms. Carr added that it is very important to get the staff on board and be very positive as changes are made. Ms. Sansing said this presentation was good example of how to make change as a library leader, and to overcome fear of change. You can't mandate positive workplace culture, you need to create a culture to allow people to succeed.

Ms. Light pointed out an example of shelvers. Instead of working just on shelving, those staff members should be empowered to work with patrons. Because they handle materials, they may

be in a better position than a librarian to answer a question like “help me find the blue book with a bear on it.” Arapahoe changed titles to make sure that all staff understood the importance of their roles, and are empowered to provide customer service.

Ms. Sansing reported attending 12 sessions at the convention, mostly around design and Board issues. In design, key takeaways were designing spaces that can transform, and working with existing spaces to make them more inviting. What you see first when walking into a building is key. There were examples of using what you have, such as a turning an inconvenient pillar into a climbing structure for kids. Tessellated furniture that can be used in many different formats was also emphasized. Ms. Sansing also attended programs on the library as a marquee civic destination. She also attended sessions on Design Think, and will be working with Ms. Ritzenthaler on these issues.

Ms. Sansing discussed United for Librarians, which supports library foundations and friends groups. She took away ideas about friend-raising, joining forces with other non-profits, and a junior friends group.

The Wisconsin Library Association meeting will be held at Kalahari in the Wisconsin Dells in October, and several staff members will attend.

8. Trustee Training reflections and highlights to share

Training was offered to Trustees during August. This item will be tabled until next month so more trustees can participate in the discussion.

9. Next Meeting: October 10th, 2017

10. Adjourn (action item)

Motion by Mr. Tucker, seconded by Ms. Zellers. Motion passed unanimously.