

PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD

A meeting was held on **November 20, 2014 at 5:15 p.m.** at the **Brown County Central Library, 515 Pine Street, Green Bay, WI**

PRESENT: KATHY PLETCHER, CHAD BIANCHI, CARLA BUBOLTZ, NATHAN JESKE, JOHN VAN DYCK, BOB NIELSEN, TIM NIXON, and CHRISTOPHER WAGNER

EXCUSED: VICKY VAN VONDEREN

ALSO PRESENT: Kimberly Young, Lori Denault, Sue Lagerman, and Curt Beyler (staff); Matt Mulder, Angie Schoeneck, Mike Grasee, and Jess Mooers (Demco)

CALL TO ORDER President Kathy Pletcher called the meeting to order at 5:20 p.m.

APPROVE CONSENT ITEMS

a. Agenda There were no changes to the agenda. **Motion by** J. Van Dyck, seconded by C. Wagner, to approve the agenda. **Motion carried.**

b. Minutes There were no changes to the minutes. **Motion by** C. Buboltz, seconded by C. Bianchi, to approve the October 16, 2014 minutes. **Motion carried.**

COMMUNICATIONS AND OPEN FORUM FOR THE PUBLIC

No one from the public was present to address the Board.

COMMUNITY ENGAGEMENT PRESENTATION BY DEMCO

The Board introduced themselves to the Demco representatives. Matt Mulder distributed key facts and figures related to the gap analysis report they had prepared over the last four months, free of charge. A community Perception survey was conducted by the St. Norbert College Strategic Research Institute.

Key Facts:

- Brown County Library is highly valued. 79% of those surveyed said closing their local branch would have major impact on the community
- Brown County ranks in the top 25% of similarly sized libraries in terms of output efficiency
- Non-users do not fully understand the range of library services, equating 'library' with 'book'
- 38% of Brown County residents have actively used the library in the past 24 months
- Brown County is rapidly growing especially in outlying areas such as Hobart, Lawrence and Ledgeview
- Within 20 years, a quarter of Green Bay's population will be Hispanic
- Nearly half of all schools in the Green Bay School District are performing below average

The strategic assessment recognizes that BCL serves diverse communities: urban, suburban, and rural; which allows each library to have a distinct personality and a distinct set of opportunities. The report took the library's strategic goals and condensed them into 4 SMART (Specific, Measurable, Achievable, Relevant, and Timebound) objectives:

- Objective 1: Brown County Library will develop programming and strategic partnerships that support and improve reading readiness in children entering Pre-K and Kindergarten.
- Objective 2 speaks specifically about third grade reading which benchmark future performance. Those falling behind on reading proficiency have only a 45% chance of graduating from high school. At present, 27% of Green Bay district 3rd grade students are proficient in reading; and only 7% of Hispanic students and 13% of economically disadvantaged students are proficient. C. Wagner commented that most people don't recognize the change in demographics and J. Van Dyck concurred that Brown County has changed. From the library's standpoint, the needs of the Green Bay community are far different than the need in Howard and Ledgeview, etc. C. Buboltz noted that the number of our children living in poverty has doubled. What is seen in Green Bay is happening in Denmark and Wrightstown – it's just on a larger scale in Green Bay.
- Objective 3 focuses on career readiness. The library can play a role in computer training and adult literacy and other employability skills.
- Objective 4 emphasizes the desire to provide structured and unstructured space as a third space –ways for the business community to use library for meeting spaces, quiet spaces, and neutral spaces.

The report also contains individual branch analyses that include a breakdown of traffic, circulation, attendance, usage, community information, and market segmentation.

Fostering cultural and diversity awareness is the bedrock of which each of the four objectives is built. The Library can be a driving force in fostering a positive attitude and acceptance of growing diversity within Brown County and especially Green Bay.

Moving forward, the Community Engagement report offers a high-level summary of strategies recommended to advance the library's progress on implementing the four objectives:

- Improve efficiency as a pathway to free resources (LEAN) self-service
- SMART objective development and launch (different working committees for each objective)
- Space audit – effective place-making connects people and services
- Branding – communicating relevance and connecting with people

The Board agreed there was a great deal of valuable data and recommendations presented and felt the finished report would be a good tool to help the library. C. Bianchi noted that workforce development is more a residual effect of what we do and wondered about an active strategy to improve the workforce. C. Wagner asked if the library had enough computers. The ratio per capita is low.

K. Pletcher thanked Demco for their work and mentioned how the library's strategic plan was developed using the Life Study. The Board is looking at facilities for future planning and programming. The information in the report will be very helpful in future assessments.

LIBRARY BUSINESS

a. Information Services Report The November Information Services Report was presented and there were no questions. L. Denault reported that as a result of the migration to the cloud, the online catalog is greatly improved – it is faster; customers with a lot of holds were often bogged down. The old system would shut down after midnight to run reports. The new system still runs the reports but doesn't go down. With the old system, it was recommended, at least four times a year, to rebuild the database which took about 17 hours. The new system is only down about 5 minutes for this process. K. Pletcher thanked L. Denault for her leadership during this migration. K. Pletcher is looking into technology performance issues within the library. The new BCTS Director is open to going back to a wired system.

b. Financial Manager's Report, Bills and Donations There were no bills out of the ordinary. L. Denault distributed the October financial statement including a narrative on the statement and the October Gifts, Grants and Donations reports. **Motion** by C. Buboltz, seconded by C. Wagner, to approve the October financial statement and Gifts, Grants & Donations as follows:

Brown County Library Gifts, Grants & Donations Report October 2014

Gifts & Donations

10/01/14	Central Donation Box (various donors)	14.75	Children's Garden
10/02/14	Cheryl Swetlik	70.00	NonFiction Materials
10/02/14	Friends of Brown County Library	207.55	Leadership Shirts
10/16/14	Karla Georgia - In Memory of Ken & Lorna Behrend	530.00	Audio Books
10/30/14	Friends of Brown County Library	121.82	Every Child Ready to Read
10/30/14	Friends of Brown County Library	208.65	Teen Early Literacy Wrightstown Operating
10/30/14	FBCL/Wrightstown Area Library Committee	2,585.88	Exp.
10/01/14	Ashwaubenon	20.48	Donation Box
10/01/14	Bookmobile	4.25	Donation Box
10/01/14	East	43.23	Donation Box
10/01/14	Weyers/Hilliard	21.77	Donation Box
10/01/14	Central Circulation		Donation Box
10/01/14	Kress	9.40	Donation Box
10/01/14	Pulaski	12.68	Donation Box
10/01/14	Southwest	18.00	Donation Box
10/01/14	Wrightstown	19.54	Donation Box
	Total Donations	\$ 3,888.00	

Federal & State Grants

10/02/14	AT&T	\$ 148.80	E-Rate Funds
10/09/14	CenturyTel	556.80	E-Rate Funds
10/09/14	Northeast Telephone	619.20	E-Rate Funds
10/30/14	Cellcom		E-Rate Funds

		1,305.60	
10/31/14	Nicolet Federated Library System	4,016.52	Collection Development
10/31/14	Nicolet Federated Library System	25,000.00	Technology Grant
	Total Grants	\$ 31,646.92	

Motion carried.

c. Facilities Report

C. Beyler reports that the lighting retrofit at the Kress Family and Weyers-Hilliard branch libraries is finished; the ceiling fan is installed at Weyers-Hilliard; the wall bookdrop at the Wrightstown Branch is being sandblasted and painted, complimentary of AutoBody; and a new bookdrop for Denmark is on order. Public works has talked with architect Ben Schenkelberg regarding engineering and architectural plans. The plan calls for one addition towards the parking lot. Additional bids will be sought from Boldt and Raasch. WPS is doing preliminary work on the Ashwaubenon main disconnect. The branch will have to close for one day for the work to be completed.

i. Update from Facilities Committee

J. Van Dyck reported that bids would be due in time for comparison and approval at the December Ed & Rec meeting. K. Pletcher wanted assurance that Ben’s design does not cut into parking. Library staff needs to work with him on the design. An important part of the overall cost is the amount needed to redesign the programming area which needs site supervision without additional staff.

K. Pletcher and J. Van Dyck attended a meeting on a potential site for a new Ashwaubenon Branch. The project is cost-prohibitive. The County Executive indicated that there was no way the county could commit in short-term.

The Facilities Committee met shortly after the last Board meeting. All branches were discussed except Central. The committee identified basic branch needs and made notes about each location. Many questions surround the needs of the libraries. If the county goes to referendum on the ½ percent sales tax which would support county facilities’ infrastructure, the Board needs to be prepared to present to the County Board on the library-specific needs. At minimum, J. Van Dyck suggested coming up with a conceptual plan for enhanced buildings. The sales tax would provide the opportunity to put a new face on all libraries. C. Bianchi posed the question, “Who do we want to be?” N. Jeske commented that the tax provides a chance to affect all of Brown County since the half percent sales tax contributes to all corners of the county. The library’s past studies still have good plans but the current internal footprint has to be evaluated regarding furniture and computer needs.

PERSONNEL COMMITTEE

Closed session pursuant to Wis. Stat. § 19.85(1) (c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility – personnel compensation including pay increases and health benefits.

A closed session was deemed not necessary. K. Pletcher briefed the newer board members on the history of the Class & Comp Plan. The Personnel Committee reviewed the Class & Comp Plan to determine if any adjustments were necessary. The committee thought it was reasonable to have all staff around 95% of midrange. After approval of the Class & Comp Plan, the next step will be to apply pay raises to individual employees. In 2013, some staff received a 1.75% pay increase for exceeding excellence; most received a 1% increase for meeting excellence, and just a few employees who did not meet excellence received a Performance Improvement Plan.

The county has approved 1.5% base adjustment which the library will use for pay for performance funding. J. Van Dyck asked about the second pool of 1%. An option that was discussed was investing in leadership training, educational opportunities, and innovative grants. Additionally, market adjustments need to be made to a few positions.

The Board supports pay for performance. **Motion by** B. Nielsen, seconded by C. Bianchi, to approve the Classification and Compensation plan. **Motion carried.** It was noted that the Class and Comp plan should be reviewed every year to ensure a fair and equitable performance system.

APPROVE ANY ACTION THAT MAY HAVE BEEN RECOMMENDED IN CLOSED SESSION N/A

BUDGET

The County Board increased the library's budget by \$2,000 specifically for the Bookmobile. It was noted that the Library Board doesn't have to earmark the money to a specific line item.

OLD BUSINESS

No information about the pending law suit against Outagamie County has been received.

PRESIDENT'S REPORT

a. Director Search Update

Lynn Elam reported to K. Pletcher that there are six qualified out of 16 and another 4 are expected. Applications have been received from many states, including WI, TX, OH, PA, UT, CA, and MI. The target dates for interviews are January 13 -14, 2015.

C. Wagner will attend and represent the library at the January Ed & Rec. meeting.

NICOLET FEDERATED LIBRARY SYSTEM (NFLS)

a. Approve 2015 Resource Library Agreement

It was learned that a while back, when NFLS was short-staffed, they asked if BCL could pull items temporarily and the library agreed. NFLS never resumed that responsibility and library staff continues to pull items items. The revised language reflects this procedural change. **Motion** by J. Van Dyck, seconded by C. Bianchi, to approve the 2015 Resource Library Agreement. **Motion carried.**

CLOSED SESSION PURSUANT TO WIS. STAT. § 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session – NFLS Lease terms. **Motion** by C. Bianchi, seconded by C. Buboltz, to enter into closed session and invite attending staff to remain. Roll call vote: Aye: J. Van Dyck, C. Buboltz, C. Wagner, N. Jeske, B. Nielsen, and K. Pletcher. Nay: T. Nixon. **Motion carried.**

Motion by J. Van Dyck, seconded by C. Buboltz, to return to open session. Roll call vote: Aye: J. Van Dyck, C. Bianchi, C. Buboltz, C. Wagner, N. Jeske, Tim Nixon, Bob Nielsen and K. Pletcher. Nay: none. **Motion carried.**

APPROVE ANY ACTION THAT MAY HAVE BEEN RECOMMENDED IN CLOSED SESSION No action was taken in closed session.

SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW

a. Request from Garden Club of Des Pere regarding Meeting Room Use **Motion by** T. Nixon, seconded by B. Nielsen to approve the request from the Garden Club of Des Pere. **Motion carried.**

MEETING SUMMARY/NEXTMEETING PLANNING

The Board agreed to cancel the December meeting. The next meeting will be on January 15, 2015.

ADJOURNMENT

Motion by N. Jeske, seconded by C. Bianchi, to adjourn the meeting. **Motion carried.**

The meeting adjourned at 8:20 p.m.

NEXT REGULAR MEETING
January 15, 2015
Central Library
515 Pine Street, downtown Green Bay
5:15 p.m.

Respectfully submitted,

Dr. Christopher Wagner, Library Board Secretary
Sue Lagerman, Recording Secretary