

APPROVED MINUTES

Fitchburg Public Library

Wednesday, August 19, 2015, 5:30 pm

Present: Pauli Nikolay Dan Carpenter Zulma Franco
 Stephen H. Arnold Ben Mueller

Also present: Wendy Rawson Tegan Stringfield Mike Zimmerman

Absent: Swami Swaminathan Eric Vincent

1. **Call to Order – 5:30 pm** by Nikolay
2. **Public Appearances** – Non-Agenda Items
None.
3. **Approval of Minutes**
 - a. Arnold moved and Franco seconded to approve the minutes from July 15, 2015.

6a. New Business

Franco moved and Mueller seconded to move item 6a up in the agenda in deference to a special presentation by Mike Zimmerman from the city economic development department, who has come to discuss the signage project. This passed by voice vote. Introductions were made.

Zimmerman gave an overview of the project and its history within the city strategic plan. One of the goals within the strategic plan was to improve the brand presence of the city, which has resulted in banners, population signs, and new bus shelters. Signage on the city campus has been lacking for a long time, and a team was recently assembled to address it. The city campus comes under the review of the Fitchburg Center because the land is part of the original 370 acre parcel. Goals for the project were discussed. Zimmerman showed renderings of the location of the signage to be placed on the main entrance to city hall, the community center and senior center (both north and south entrances), the police department entrance, and the library. The logo and word "library" will be on the east face of the building above the outside book drop. The logo was simplified from the version with the open book in order to communicate most effectively. Additional signage will face Lacy Road and also identify the parking.

Carpenter asked about lighting for the signage, especially in the winter. There are currently no plans for this at this time. It is hoped that for the time being, existing campus and street lighting will be sufficient. This may be addressed at a later date.

The cost for the entire project was considerably higher than originally thought, which triggered a need for a different financial process and review. In the end, LaCrosse Sign was chosen to do the project. The total for the library portion of the project is \$9,706.00. The library has capital campaign funds available for this. Approvals for the project are expected to happen shortly, and the project should be completed by the end of September. Carpenter suggested engaging the public in an invitation to see our new signage.

Zimmerman gave a preview of some of the directional signs that may happen in the second stage of the project, giving examples and renderings. Zebradog has offered to work with the city to create mock-ups of the proposed signs to ensure they will be useful and visible for both pedestrian and auto traffic. Current wayfinding signs will be rebranded and updated to match the new building signs.

Zimmerman thanked the library board and director for all of their hard work. Zimmerman left at this time.

Rawson detailed how the council needs us to approve our portion of the project so that they can move ahead. Mueller moved and Franco seconded to accept the city signage project as presented, this passed by voice vote.

4. **Treasurer Report**

a. Overview and b. Register

Rawson noted that the treasurer's report is different this month than previous reports. The city is moving to a p-card system, where most staff members have credit cards with the city logo and tax-exempt number to purchase supplies for the library. This is a change from the single credit card system and the use of checks and POs. Library staff received training from the finance department. Library staff can now make purchases, bring receipts to their managers, and then the receipts come to Liu for further processing. Due to timing of the credit card cycle, and the processing done by Liu and the city finance department, we are now presenting a report that is more complete but is from 2 months prior to a given board meeting. The process is also simplified with our large book vendors. At the end of the year, all city departments will get a rebate based on what they have spent, which will mean that the library can expect nearly \$2000 in most years. We are still working on developing all of our processes and codifying them, but it is going well so far. Cards all have fraud protection and daily and monthly transaction size limits. Though the learning curve is steep, it is hopeful that this system will reduce the workload.

Carpenter moved and Franco seconded to approve the treasurer's report. This passed by voice vote.

c. 2016 Budget

Rawson passed around copies of the budget and noted that it is in a period of rapid change. Rawson covered the budget points. There was a small levy increase to cover the personnel increase. The Dane County payment was down significantly. There is less in grants because the MCF grant ends with the payment this year. Miscellaneous revenue includes adjacent county payments and donations from the Friends. On the expenses side, finance separated out our FICA and WRS. In addition, all of the benefit information will be moving into the staff area of the financial report. Unexpected repairs is budgeted for less, as a catastrophic repair would qualify for using fund balance. Service contracts is high, but very reliable in amount. Presenters are now in their own separate account. Staff training and development is supported partly by the library and partly by the Friends. Printing is down a little because we can access SCLS at a reduced rate for some print jobs. Equipment expense is the copiers, and we are shortly going to be choosing new ones. Communication expense is being folded into a different fee with the city. Library collection is staying at \$175,000. Dane county payment is close to \$4,000, though this is a one-time event.

Building insurance is going up significantly, but the city is going out for re-bid with a new carrier. There is a new technology allocation of \$46,000 to cover the phone bill, some of computer repair and maintenance, and some of the things originally covered by the city administration fee. This amount is still in flux. The administrative fee has gone down, but may go up due to new proposals from other departments. Computer replacement is up to \$17,000 from \$16,000 last year, plus we will use some of the excess from this past year to cover the more expensive kid's area computers next year.

Overall we are showing a surplus of approximately \$54,000, which will be used to partially fund the new position we are asking for. It was debated whether all expenses should be squeezed in order to cover the new position completely, but it was decided that it would not be wise to short ourselves everywhere else. The library is able to cover more than half of the position as it stands. September 2nd is the date for position to be presented to the mayor.

Carpenter moved and Franco seconded to approve the budget as it stands, with the knowledge that it is not in final form. This passed by voice vote.

5. **Old Business**
none.

6. **New Business**

a. Electronic Services Manager presentation and policy review

Stringfield detailed her technology responsibilities within the library. The library is on social media such as Twitter, Facebook, Pinterest, Instagram, and Goodreads; Stringfield monitors the accounts and responds to messages. Examples were shown of social media posts, including our analytics, which show who is interacting with us, what gender they are, where they are located, and what time of day they are online. Library staff review books and post on Goodreads which helps patrons find new reading material.

Stringfield is responsible for maintaining and updating the website, ensuring that information is up to date and all links are functional. She recently added a page of videos about the library. Stringfield also teaches several technology classes, covering topics such as tablets and how to use library resources. She offers one-on-one tech tutor sessions as well, where the topics can be driven by patron needs. Franco asked about connection with schools and parents and children for technology – Rawson responded that a “Little Clickers” class was offered previously.

Stringfield is the first point of contact for technology problems for library staff. If problems can't be solved immediately, she is the liaison to other sources of help at the city or with SCLS. She maintains the technology items that are available to check out to patrons, such as Kindles and Roku. Another technology issue for Stringfield is maintaining and updating the digital signage. A major update was just completed to add the new city branding and liven up the signage so it would attract more attention.

Stringfield is the co-chair of action team 5 with the strategic plan. Team 5 has been working on a social media strategy and completed a style guide for staff use. A targeted marketing plan is in the works.

- i. Computer and Internet Use policy: The policy was expanded to include all devices in use on library property. Language was added to remove the library's liability for any damage to devices. Definition of illegal activity was expanded. Food policy was brought in line with the code of conduct. Age of use was clarified. Carpenter moved and Franco seconded to approve the policy, this passed by voice vote.
- ii. Meeting Room policy: Description of rooms was changed to reflect the issue of being unable to access furniture for the subdivided room, as well as issues with audio and other technology. Large meeting room is now offered as just one room, and this has not had any significant impact on room use. Large groups are still welcome to subdivide the room for their own use. Unnecessary ADA language was removed. The ability of library staff to monitor groups was added. Clarification of ending time for meetings was added. Further clarification was added to note that meetings may go past closing time. Rawson detailed how the building shuts down at night and allows for meeting participants to get out of the building but not access collections or computers. Registration tables must be inside the room. Mueller moved and Arnold seconded to approve the policy as edited, this passed by voice vote.
- iii. Social Media policy: A small change was made to note that views expressed by users are not necessarily views of the organization. Franco moved and Mueller seconded to approve the policy, this passed by voice vote.
- iv. Wireless Access policy: Language was updated to be more inclusive of devices. Discussion ensued about the use of library electricity for charging devices. Carpenter moved and Arnold seconded to approve the policy, this passed by voice vote.

Mueller and Franco asked about advertising that the policies have changed, Stringfield will look into this. Stringfield left at this time.

6b. **DCLS contract and payment**

One of these contracts has been signed every year. Payments have been going down steadily. Rawson detailed all of the parts of the payment. Section 9 is the settle-up payment for the library. Contracts for all libraries in Dane county since 2011 have been based on estimated numbers of Fitchburg's impact on cross-municipal and cross-township payments. Now that we have 3 full years of actual data, this can be compared with the original estimates and settling up can occur. We had feared that because of low use of the library in the beginning, this settle-up payment would be a large outflow for us, and we planned with DCLS to limit how much we would need to pay in one year. As it turns out, Fitchburg is owed \$28,132, which will be given as a one-time credit against our actual amount due of \$32,911. We were at \$41,000 in 2015, so even without the credit our amount is still going down. We need to remember for next year that the payment will be back up in the range of perhaps \$20,000 because we will not get this credit next year. Arnold asked about the history of the size of the payment, and Rawson detailed this. The payment in 2011 we paid \$517,000; this has gone down fairly steadily since. Rawson expects this to continue to go down, but this is not guaranteed. This payment versus the original library tax of almost \$1 million, which only gave 5 hours of Bookmobile service, was discussed. Rawson praised the DCLS for their role in facilitating all of this and for helping out smaller libraries. Carpenter moved and Arnold seconded to accept and sign the contract, this passed by voice vote.

7. **President Report**

Nikolay noted that she and Julesberg and Rawson presented to the committee of the whole in July which went very well. She thanked Carpenter for his presence and support at the meeting. She also noted that a meeting for new board members to go over the strategic plan was scheduled for September 2nd.

8. **Library Director Report** – Rawson

None.

9. **Committee Reports**

Strategic Planning: Nikolay noted the upcoming meeting on September 2nd. All action teams are being asked to meet in August or September.

Facilities: Rawson noted the issues with the elevator. Kone came immediately after the breakage was reported. The part is on order but exactly when it will be ready is unknown. This is causing some hassle with accessibility issues. The sorter had an issue with its compressor at 4:30 on last Friday evening. We have had issues getting service from Bibliotheca in the past, and there were delays getting service this time as well. We did get the sorter repaired earlier today. SCLS is stepping in to provide more service on sorters which should help. However, we will need to plan to sunset some of our self checks in our CIP.

Personnel: Nikolay and Vincent will be starting the 6-month review for Rawson shortly.

10. **Announcements**

- a. Next Board Meeting: Wednesday, September 16, 2015, at 5:30 p.m.

11. **Adjournment at 7:43 pm**, moved by Carpenter and seconded by Franco.