

**Village of New Glarus
Minutes of the Library Board of Trustees
New Glarus Public Library
Tuesday, November 10, 2015**

President Linda Hiland called the meeting to order at 6:31 p.m. in the New Glarus Village Hall Board Room. Trustees present (in addition to Hiland) were: Kevin Budsberg, Jody Hoesly, Suzi Janowiak, Lexa Speth, Petra Streiff and Becky Weiss. Also in attendance were Library Director Lauren White and from The Community Foundation of Southern Wisconsin (CFSW) Linda Gebhardt, Donor Services Representative (left at 7:31 p.m.) and Ron Spielman, Vice Chair of the Board of Directors (left at 7:31 p.m.).

APPROVAL OF AGENDA: The agenda was approved on a motion by B. Weiss, second by P. Streiff. Motion Carried.

COMMENTS & QUESTIONS FROM THE PUBLIC: There were no comments or questions.

NEW BUSINESS

A. DISCUSSION AND CONSIDERATION: CFSW PRESENTATION: L. Hiland started by making introductions. R. Spielman then asked for an update on where we are at in the new Library building process. L. Hiland started by mentioning that we have received a Concept and Budget Report from the Architects for the Glarner Park site. Also, that we are waiting on Village Board action transferring Glarner Park and looking at putting a shovel in the ground in 2016. P. Streiff added that Glarner Park transfer process will be discussed at an upcoming Park and Recreation Committee meeting.

R. Spielman circulated the "CFSW 2014-2015 Annual Report" and gave an example of how the ground breaking could be an opportunity for a photo op in future annual reports, other publications, used on the website, etc. R. Spielman then went on to talk about the natural conflict in timing and individual preferences when it comes to raising funds for capital campaigns, operating and endowment.

Next he referenced the "The Ten Immutable Laws of the (Fundraising) Universe" by Carl Richardson and read the first rule. He made the point that all organizations wish they had, and should have, an endowment started from inception, but that it is extremely rare that any group does this. Next R. Spielman stressed that people do not need to think of endowments as just memorial gifts when someone dies, but that they are an excellent way to recognize and honor living individuals. Both R. Spielman and L. Gebhardt then spoke of ways this can be done, for example, when a teacher retires, making a donation to the "Excellence in Education" fund to recognize the teachers years of service. R. Spielman went onto to offer a challenge that he wants us to consider – that he will procure the cost of the first 500 giving envelopes if everyone around the table would commit to recognizing someone in the next 12 months. This led into a discussion on how to focus on the future not just on getting the building built.

Next R. Spielman circulated the handout "Personal Philanthropy...Ten Ways to Give" and stressed that it does not always have to be someone writing a check. He went on to talk about some of the options; such as giving a percentage of an IRA (Individual Retirement Account) to a charity, annuities, and life insurance policy beneficiaries. K. Budsberg clarified that one of the benefits of working with CFSW as they are and have to be updated on all tax

laws. Correct, replied R. Spielman and cited the example that currently the IRA option starts when a person reaches the age of 70 ½ years.

Next R. Spielman and L. Gebhardt went on to provide examples of ways that once an individual has completed their first pledge cycle on how to approach them for an additional pledge.

J. Hoesly asked for clarification on 501(c)(3) status for tax purposes; R. Spielman confirmed that is another of the reasons why you use our services. J. Hoesly then asked about using website “hot” buttons for donations; L. Gebhardt mentioned they are aware and are working on updating their website in relation to how you select an organization with the “Donate Now” button. Next J. Hoesly asked about grant opportunities or matching funds for endowments; L. Gebhardt mentioned the often forgotten, but important option, which is does your company match funds. It was also asked, what is the rate that endowment funds are currently paying out at; 4.25% replied R. Spielman.

We thanked Ron and Linda for traveling to join us tonight and sharing their expertise.

K. Budsberg added that budgets are always tight and that the longer it takes for an endowment to be formed that it is longer that the library does not benefit.

OLD BUSINESS

A. DISCUSSION AND CONSIDERATION: LIBRARY BUILDING PROJECT:

- i. **CONCEPT AND BUDGET REPORT (CBR):** B. Weiss provided an update from the Building Committee meeting earlier tonight where the main discussion focused on Operating Budget items such as: cleaning contracts and questions, water, sewer, storm water, mowing, snow removal, and utilities.

K. Budsberg asked if we had any items related to the CBR that needed to be updated prior to him paying the invoice; there were no items mentioned.

B. DISCUSSION AND CONSIDERATION: VILLAGE BOARD REPORT PACKET

ASSIGNMENTS: L. Hiland instructed to develop an approximately one page draft and bring to the December 2nd meeting as a starting point for discussion. She then went through the items on Village Resolution R15-27 and made the following assignments from the Resolution:

- L. Hiland item 1, capital budget and site work
- B. Weiss item 2, cash and pledges
- K. Budsberg item 3, gap in funding till pledges are received
- J. Hoesly item 4, operating budget
- L. Speth item 5, operating budget funding and endowment
- S. Janowiak item 6, plan for sale of West Side site

P. Streiff added that if we are bringing any items to the December 1st Village Board meeting that we are asked to have it distributed a week in advance. P. Streiff, K. Budsberg, L. Hiland and B. Weiss all commented that we are looking for the Village Board to clarify items in relation to R15-27. L. Hiland will re-circulate prior to November 23rd what we are looking for from the Village Board in regards to R15-27.

C. DISCUSSION AND CONSIDERATION: 2016 BUDGET: Director White had circulated an updated budget and said she would like to start by getting direction on what items unencumbered funds may go to; are we looking at the Reserve Personnel Fund, purchasing speakers for the Library, or other items. K. Budsberg asked Director White to develop a list of what items she would want to spend the funds on.

J. Hoesly asked how many computers you generally replace in a year; three (3) replied Director White, however in 2014 only one (1) needed to be replaced.

Director White also pointed out that she had adjusted the line item Fines and Fees down to \$6,000.

K. Budsberg asked if we purchased say five (5) new chairs would we have a place to store them till they are needed in the new building: several possible storage spots were suggested.

D. DISCUSSION AND CONSIDERATION: COMMITTEE REPORTS, AS AVAILABLE:

- **ADMINISTRATION TEAM:** Nothing to report at this time.
- **BUILDING COMMITTEE:** J. Hoesly asked for additional information on Building Insurance; Director White offered to check with Village Clerk/Treasurer Lynne Erb and the Cross Plains Library Director.
- **CO-CHAIRS:** Nothing to report at this time.
- **OWNER REPRESENTATIVES:** Looking at meeting with Dimension IV and Maas Brothers on November 23rd to discuss information related to the GMP (Guaranteed Maximum Pricing) proposal.
- **COMMUNICATIONS TEAM:** Nothing to report at this time.
- **GRANTS TEAM:** Nothing to report at this time.
- **PARTNERSHIP TEAM:** L. Hiland, K. Budsberg and Director White (if scheduling permits) are planning on meeting with the New Glarus Lions Club on December 7th.
- **VILLAGE BOARD LIAISON:** P. Streiff reported that tomorrow night (11/11/15) the Park and Recreation Committee has an agenda item to discuss options for transferring Glarner Park from the Village to the Library. One of the options being discussed is a lease option; L. Speth said she would like to know if it is a lease option what items is the Village responsible for maintaining. K. Budsberg added that he was puzzled by the options proposed as the Village Attorney has researched and provided an opinion in the past that the Library cannot own land per WI State Statutes.
- **FRIENDS OF NEW GLARUS PUBLIC LIBRARY:** S. Janowiak reported that the Friends are currently working on items related to hosting the Trivia Night event.

E. DISCUSSION AND CONSIDERATION: UPDATE: NOVEMBER AND DECEMBER

MEETINGS: L. Hiland clarified the upcoming 2015 meeting schedule as we had to adjust meeting dates around the upcoming Holidays:

- November 24, 2015 = Cancelled
- December 2, 2015 = 6:30 p.m.
- December 8, 2015 = 6:30 p.m. | Building Committee will meet at 5:00 p.m.
- December 17, 2015 = 6:30 p.m.
- December 22, 2015 = Cancelled

B. Weiss added that she has been emailing with Deputy Clerk/Treasurer Barb Roesslein to coordinate room reservations for the meetings and so that the Village calendar can also be updated with Library Board meeting dates.

BILLS / FINANCIAL REPORT: There was one set of bills presented: the November 10, 2015 bills totaled \$3,133.35. The bills were initialed by trustees to show approval for payment. Prior to the meeting Director White had emailed the monthly financial report prepared by L. Erb. 2015 Budget had been discussed earlier tonight as part of the agenda item 2016 Budget.

DIRECTOR'S REPORT:

Staff Evaluations: Annual staff evaluations took place on Monday, November 9th and Tuesday, November 10th. There were several significant changes to the evaluation process this year, which have proved to be helpful on the management end. The first is that everyone is evaluated at the same time rather than evaluating each person around their hire-date anniversary. The only employee who was not evaluated during this time was our new page who has not yet been with us six months. Once she reaches that point, she will have her probationary evaluation and then move to an annual evaluation just like her peers. The other changes in the evaluation process include changes to the categories of evaluation. Staff are now evaluated in the following categories: customer service, computer literacy, time management, soft skills, and job knowledge. The soft skills that are being monitored are flexibility, communication, cooperation, accountability, initiative, professional etiquette, access, inclusiveness, and privacy. This has proven to be a difficult transition for some staff members because they are not used to being evaluated in such a way, but I made my expectations clear at the beginning and the feedback on the evaluation form provides a good balance in terms of what's working and what's not. This system emphasizes a certain level of accountability that I feel was lacking before and I'm able to point staff in the direction they need in order to continue to grow and successfully meet the expectations I have laid out before them. The self-evaluation portion of the review has also been eliminated.

October Staff Meeting: At this staff meeting, we did some collaborative brainstorming to figure out why circulation errors continue to happen. This is a relatively common issue that libraries face, but we wanted to see what we could do to reduce some of the mistakes that are occurring. One of the things staff decided that they'd like to try is eliminating the piling that goes on when processing items—there will sometimes be 3-4 piles on the desk and we think this is where the problems are occurring. If individuals get sidetracked or need to help a patron, they are often unsure of where they left off and any number of things is happening with these items. So, we're working on being mindful when it comes to making piles and also reminding everyone to be hyper-vigilant when it comes to checking materials in and out. I also gave a building project update at this meeting and staff mentioned that they continue to get questions about plans and what's going on from the public. I've recently been able to tell them that we're looking at January 2016 and that's what they can share with the public. Our November staff meeting is scheduled for Friday, November 6th, which will be in the form of a working lunch at the Wisconsin Library Association Conference.

Wisconsin Library Association Conference 2015: Staff will be attending the conference on Friday, November 6th with the library director. This is made possible in part by the Green County shared resources money that the library directors decided to disperse to all of our county libraries. The funds were used to cover mileage reimbursement, conference registration, and WLA membership costs for four staff members this year. All staff were asked to write a brief report about the sessions that they attended, which will be in next month's director's report, and everyone attended one session together on customer service. I was able to attend the conference November 4, 5, and 6 and went to a variety of sessions ranging from customer service to reimagining the library to looking at what libraries can do for their community. My summary will also be included with the other reports in December.

Teen Movie Day and Franken Dolls: One of the goals we had for this year was to increase the amount of teen programming here at NGPL and it's been a journey. Teens are a notoriously hard group to engage with, especially with the limitations that we have at the library. However, in October, we had two very successful teen programs that staff are very proud of. We had a massive turnout for the Mockingjay pt. II screening we held and then Erica held a Franken Doll program at the middle school that was wildly fun. The movie didn't go without incident and we did have some behavioral issues that concluded in asking

some attendees to leave, but as I explained to staff, at this age, teens are all about testing boundaries and figuring out how much they can get away with. I've since briefed staff on the procedures for holding a teen program, which includes stating expectations upfront and clearly before the program starts and I think they feel more confident going into future situations—it was a great learning opportunity. At the middle school, Erica reported that the teens loved deconstructing old toys and dolls and making them into something new. She found that conducting programs at the school with a built-in audience is the “way to go” and she’s already thinking of programming opportunities for January.

CFSW Grant: Erica and I decided to once again apply for a CFSW grant this fall and because we’ve focused a lot on the children’s area lately, we decided to focus this grant on adult programming. In thinking about ways to use additional funds in this area, we decided that we would like to try our hand at a multi-week yoga series, maybe a cheese making class by local cheese makers, offer a class on online selling (Etsy and Ebay), host a program that focuses on local foods and how to use them, purchasing a Cricut machine for in-library use (it’s like an electronic die-cut machine that cuts fabrics, paper, and vinyl), and maybe begin a small-scale oral history project. We’re hoping to find out in a few months whether or not we’ve been selected as grant recipient, but in the meantime, we’re continuing to brainstorm fun and creative programs for adults here at the library!

**New Glarus Public Library Program Attendance
October 2015**

Activity	Date	Number of Attendees
Storytime	Friday, October 2nd	12A/25C
Scrabble	Tuesday, October 6 th	0
Storytime	Friday, October 9th	8A/18C
Scrabble	Tuesday, October 13 th	0
Adult Book Club Discussion	Wednesday, October 14th	8
Storytime	Friday, October 16 th	9A/25C
Scrabble	Tuesday, October 20 th	0
Reel Life	Wednesday, October 21st	2
Story Time	Friday, October 23rd	5A/17C
Teen Movie	Friday, October 23 rd	34
Teen Craft Day: Franken Dolls	Monday, October 26 th	10
Scrabble	Tuesday, October 27 th	2
Storytime	Friday, October 30 th	7A/11C

L. Hiland commented that she was excited about some of the adult programming ideas that are being considered. Then in response to a question from L. Hiland about the new form used for staff evaluations; Director White talked about how the form is laid out.

Year to Date NGPL statistics appear at the end of these minutes.

APPROVAL OF MINUTES:

- A.** Moved to approve the October 13, 2015 Library Board minutes by S. Janowiak, second by J. Hoesly. Motion Carried.
- B.** Moved to approve the October 27, 2015 Library Board minutes, noting typographical corrections, by P. Streiff, second by J. Hoesly. Motion Carried.

ADJOURNMENT: Meeting adjourned on a motion by B. Weiss, second by L. Hiland. Motion carried at 8:37 p.m.

*Respectfully Submitted,
Becky Weiss, Secretary*

MINUTES APPROVED AT THE DECEMBER 8, 2015 LIBRARY BOARD MEETING

New Glarus Public Library 2015	Items Added	Items Deleted	Circulation	Circ. by PSTAT Other	Village of New Glarus	Town of New Glarus	Town of York	Town of Exeter	Dane Co. No Library
January	438	115	6113	1642	1337	1130	453	207	161
February	298	847	5570	792	2754	963	641	293	127
March	235	334	6356	116	3267	1773	792	258	150
April	208	299	6397	913	3060	1247	838	180	159
May	228	399	6165	862	2904	1294	711	217	177
June	306	202	6857	839	3270	1567	738	270	173
July	127	88	6716	776	3097	1742	598	301	202
August	225	100	6638	879	3013	1725	595	234	192
September	204	367	5766	784	2607	1467	474	182	252
October	254	142	6049	838	2927	1463	543	144	134
November									
December									
Total:									
Total:	2523	2893	62627	8441	28236	14371	6383	2286	1727
2015	Patron ILL Requests	ILL Requests Rec'd	ILL Requests Unable to Fill	# Unique Website Visitors	# Website Visits	WiFi Sessions	Public Computer Sessions	Public Computer Hours	New Patrons Register
January	6	4	2	555	832	1819	201	104	14
February	6	6	0	572	831	2348	192	118	7
March	5	4	1	771	1101	2743	198	106	9
April	6	3	3	951	1293	3043	221	102	11
May	8	2	6	1629	1989	2584	196	79	10
June	8	7	1	1568	1879	2542	203	86	36
July	10	9	1	1469	1103	2747	196	92	17
August	7	6	1	1082	1465	2832	186	74	19
September	11	9	2	824	1187	2581	145	57	12
October	6	6	0	794	1098	2370	166	68	5
November									
December									
Total:	73	56	17	10215	12778	25609	1904	886	140
2015	Patron Visits	Hours Open	Patrons/Hour	# Adult Programs	# Adults Count	# Children Programs	# Children Count	Total Programs	Total # Attend
January	2554	196	13	5	21	4	51C/21A	9	93
February	2599	200	13	5	39	5	62C/39A	10	101
March	2724	191	14	1	33	6	67C/33A	8	103
April	2555	209	12	4	26	3	52C/17A	7	78
May	2426	214	11	6	6	8	621C/53	14	680
June	3608	218	17	4	20	4	86C/45A	8	151
July	3613	213	17	5	20	3	87C/46A	8	153
August	3298	214	15	6	20	3	59C/26A	9	105
September	2671	218	12	7	18	3	63C/24A	10	105
October	2728	223	12	6	12	7	140C/41A	13	175
November									
December									
Total:	28776	2096	N/A	49	215	46	1277C/2338A	96	1744