

ELISHA D. SMITH PUBLIC LIBRARY BOARD OF TRUSTEES

Elisha D. Smith Public Library

Gegan Board Room

March 20, 2019

Called to order at 4:04pm by Chairman Englebert

Present: Chairman Englebert, Vice Chairman Golz, Secretary Halverson, Trustee Franzoi, Trustee Lane (via phone), Trustee Schwerbel, Trustee Witt, Trustee Turner and Teen Representative Genz

Absent: Ad Hoc Trustee Hermans and Superintendent of Schools VanderHeyden

Also Present: Director Lenz, Children Services Supervisor Beson and Business Manager Dreyer

Public Comment/Communication

None

Consent Business

Motion made by Franzoi, seconded by Halverson to approve the Library Board meeting minutes from February 27, 2019. Motion carried unanimously.

Authorization of Bills

The December (4) 2018 bills were recorded as capital improvement expenditures by the city but had not yet been approved by Trustees. The invoice from Angie's Upholstery, LLC of the March 2019 bills is to reupholster the wooden arm chairs. Motion made by Franzoi, seconded by Schwerbel, to approve the capital budget expenses from 2018 and the 2019 list of bills. Motion carried unanimously.

Unfinished Business

2019-2023 Strategic Plan

Build upon people, platform, place, and partnerships to strengthen or enrich the library's utilization and visibility and to enhance the library's place in our community.

People

The library's future will be **people** driven. We will consistently serve patrons with exemplary customer service while enhancing professional relationships with staff, volunteers, influencers, and community members, utilizing their talents to the fullest.

- Research, evaluate, and implement alternatives for the roles of trustees, Friends of the Library, and volunteers in support of the library by 2023.
- Develop a marketing and communications plan to elevate awareness of the library's services throughout our community no later than yearend 2020.
- Identify, meet, and get to know influential members of our community, meeting with at least six annually.
- Continue to be responsive to library patrons' suggestions, needs, and use trends; maintain a 90 percent satisfaction rating or greater based on surveys and/or aggregate internet ratings.

Platform

The library will be the community's learning **platform** to facilitate discovery, foster innovation, and bring understanding to an abundance of information. Our platform will help prepare children for school and excel academically as well as support and encourage lifelong learning.

- Provide our community with the best possible resources in multiple formats based on demand and emerging trends. Maintain a checkout rate per service area capita of at least 15.
- Explore and implement new programs to encourage library usage. Grow library visits (based on door count) per capita to 6 by 2023.
- Help community members become adopters of online resources by expanding access to digital resources at the library as well as remotely. Increase total e-content use by 30 percent by 2023.
- Increase annual expenditures on new materials and resources to at least 15 percent of total annual expenditures by 2023.
- Preserve and celebrate Menasha's rich history by continuing to keep archives, host local history displays, and hold celebrations of community-related milestones throughout the five-year period.

Place

The library will be a community destination, a **place** to establish personal connections, strengthen community identity, and explore the world of information, serving as a physical and virtual community center.

- Develop a comprehensive facilities usage plan by 2021.

Partnerships

The library will cultivate and strengthen **partnerships** with people and organizations to connect community members with their resources, expertise, and services, multiplying our impact as well as the impact of our partners.

- Establish an endowment plan to ensure the long-term viability of the library. Initial plan to be completed by 2022.
- Strengthen existing strategic partnerships with local schools, businesses, non-profit agencies, and government agencies. Develop synergies with existing partners to meet and exceed evolving community needs.
- Explore six new partnerships per year.

Mission

Elisha D. Smith Public Library: Connecting people to one another and to resources for lifelong learning.

Vision

Elisha D. Smith Public Library will enrich the quality of life for people in our community.

Values Statement

We are readers, demonstrating our values as follows:

Respect. We respect the uniqueness and value of every individual.

Essential. Libraries are essential to the public good.

Achieving excellence. Our community deserves an excellent library.

Diversity. Diversity is celebrated.

Education. Education is important at all levels; we strongly support lifelong learning.

Responsible and compassionate. We care about the citizens of our community.

Strength. Libraries build strong communities.

Motion made by Witt, seconded by Franzoi to approve the above 2019-2023 Strategic Plan as amended.

Motion carries unanimously.

Kathy Beson left the meeting at 4:30pm.

New Business1. February Statistics.

Circulation has dropped from last year. New card applications are up 27.7%, meeting room use up 7.4% and attendance at programs is up 10.3%.

2. 2018 and 2019 Budget Status.

Trustees reviewed the 2018 and 2019 budget status. Trustees would like the check issued but not sent to Kone for elevator repair put back in the 2018 budget and carried over for the 27th payroll next year. Once the matter is satisfactorily handled, any monies will then be taken out of the 2019 budget.

3. Staff/Trustee Reports.

- The Friends of the Menasha Library held their spring book sale from March 7 through 11; proceeds were \$3,330.11.
- Children's staff held bilingual story times this month, with help from Adult Services Librarian Ana Maria Acosta. They will hold special STEAM programs for children during spring break. The 1000 Books Before Kindergarten Graduation will be held on April 2.
- The library is sponsoring MoneySmart Week Fox Cities from March 30-April 6.
- National Library Week is April 7 through April 13.
- This year's Fox Cities Reads author Matthew Desmond of *Evicted: Poverty and Profit in the American City* will be at Menasha High School on April 11 at 6:30pm and Lawrence University Chapel on April 12 at 10:00am.

- The WAPL Conference will be held on May 2 & 3 in Rothschild at the Holiday Inn and Suites. Some sessions are specifically for trustees. Trustees should notify Dreyer if they would like to attend.
- Winnefox's annual trustee workshops are:
 - Trustee 101: Tuesday 14 May, 1:30 – 3:30, Ethel Everhard Memorial Library, Westfield
 - Trustee101: Thursday 16 May, 5:30 – 7:30, at Ripon Public Library
 - Trustee 201 Library Board as Employer: Thurs. 6 June, 5:30 – 7:30 at Neenah Public Library
 - Trustee 301 Wisconsin Open Meetings and Public Records Laws: Wednesday 12 June, 5:30 – 7:30 at Wautoma Public Library

4. Facility Update.

Public Works Deputy Director Adam Alix is working with a technician from Tweet Garot to get a second opinion of A/C compressor B. Englebert, Golz, City Attorney Pam Captain, Alix and Lenz met to discuss the outstanding elevator bills. Alix is asking Kone for itemized invoices with explanations of what exactly was done.

Adjournment

Motion to adjourn made at 5:45pm by Turner, seconded by Franzoi. Motion carried unanimously.

Respectfully submitted,
Kathy Dreyer, Recording Secretary