



Shorewood Library Board of Trustees

July 10, 2013 Approved Minutes

Members Present: Jean Gurney, Martin Lexmond, Patrick Linnane, Mariann Maris, India McCause, Theresa Weingrod

Others Present: Elizabeth Carey - Library Director, Joseph Rice, Assistant Director
Nathan Brain, Library Clerk, Angela Andre- Administrative Assistant

The meeting of the Shorewood Library Board of Trustees was called to order by President Maris at 5:05 p.m. in the Friends' Room of the Shorewood Library.

Statement of Public Notice: Ms. Andre stated that the meeting had been posted and noticed according to law. There were no citizens to be heard on items not on the agenda.

Consent Agenda

Mr. Linnane motioned for approval of the entire consent agenda. Ms. McCause seconded and this was passed unanimously.

Introductions were made as this is first meeting attended by Nathan Brain – Library Clerk and Terry Wiengrod who was recently appointed to the Library Board as a Trustee.

Library Survey

To give some background, Ms. McCause explained that the survey is intended to poll Shorewood residents of various demographics on their use or non-use of the Shorewood Library, awareness of and desire for services, and general attitudes about the library. The Board has also hired consultant Sue Kelley to assist them in this process of discovery, assessment of the success of the Library's service, and possible future planning.

The subcommittee made up of Trustees McCause, Maris, Linnane and Director Carey met to discuss and draft the survey. Their intent was to pose eighteen questions that would assess opinions about the library and allow areas to share their thoughts and ideas. Current library services are mentioned in the survey as are suggested services that may be on the horizon. Some questions are also in place to gather demographic information to determine who is filling out the survey.

Several individuals of various skill levels took the sample survey and all completed it in around ten minutes. The survey will be distributed via Survey Monkey in August or September. The committee already has several list serves and mailing lists in mind for distribution and is exploring other avenues in which to get the word out - particularly to current non-users, and residents in the 18-24 age range.

Trustee Linnane suggested that some form of motivation such, as entry into a drawing, could be offered to encourage the public to complete the survey. Different 'gifts' could be offered to target different demographics in order to target a full range of the population. He also encouraged the subcommittee to consider promoting the survey at retirement housing or assisted living open houses where residents may also benefit from assistance in completing an online questionnaire. Mr. Linnane also talked about the Village Survey which will be

distributed around the same time as the Library's. He stated that results of the library survey will be valuable to the Village as analysis of secondary data. He noted that the Village is working with UWM CUIR (Center for Urban Initiatives Research) to do the survey which will be conducted primarily online for the first time.

Ms. Weingrod asked how those without internet access would be reached. She suggested having volunteers canvassing at community events. Director Carey mentioned that the best responses usually come from notices placed on garbage carts.

There was a motion from Mr. Lexmond that the subcommittee should go forward with completion of the survey and continue to report progress to the Board. The motion was seconded by Mr. Linnane and passed unanimously.

MCFLS letter to SRLAAW (System & Resource Library Administrators Association of Wisconsin)

Director Carey explained that SRLAAW is made up of the heads 17 library systems and resource libraries. SRLAAW is not a legal body but they are a long running entity that makes recommendations. As discussed at the June Library Board meeting, as part of their discussions on better systems and more efficient practices, SRLAAW recently made two recommendations that are causing concern for Milwaukee's System, MCFLS. The first involves the idea that no system be comprised of less than two counties. Milwaukee would be one of those systems. The other recommendation was to eliminate statute requirements for resource libraries in every system. MCFLS representatives are of the opinion that this is too drastic of an action to take without discussion, review, and study.

Director Carey gave the Library Board Trustees a copy of the response letter drafted by Paul Ziehler, President of MCFLS Board of Trustees.

Mr. Linnane inquired as to whether there were any legislative champions on the side of MCFLS. Director Carey has been in contact with local representatives about this issue. The MCFLS Board has asked member libraries to write in support of their letter. President Maris asked Beth to draft a letter and forward it to her for a signature.

Trustee Essential Handbook – Chapter 12 – Library Standards

Director Carey stated that she runs Shorewood Library's operations against the WI standards once a year.

Friends of the Shorewood Library Liaison Report

As she reported at the last meeting, Ms. Gurney stated that the Friends are continuing to be introspective and review their role in contributing to the library – specifically in what they are funding. She predicts that the upcoming survey will provide information that will give them more direction.

Other Informational Items

- At the ALA (American Library Association) convention in Chicago, Director Carey observed four major themes:
 - Privacy
 - Library moving from repositories to creators
 - Automation (such as sorters and vending machines)
 - and the changing roles of library staff.

- Wednesday, July 24 is the date of the library's 15th Annual Summer Celebration
- Director Carey continues to assist in the planning of the Plein Art public art event this September. The reception, art sale, and auction will be held in the library.

Adjournment: Ms. McCanse motioned; Mr. Lexmond seconded, and the Board unanimously agreed to adjourn at 6:00 p.m.

Recorded by Angela Andre, Administrative Assistant and submitted by Beth Carey, Director of Library Services.

A handwritten signature in cursive script, appearing to read "Beth Carey". The signature is written in black ink on a white background.