MPL

CITY OF
MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING

John Gurda, President
Michele Bria, Vice-President
Sup. Theo Lipscomb Sr., Financial Secretary
Paula Kiely, Secretary
Denise Callaway, Ald. Milele Coggs, Sharon Cook, Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Joan Prince, Dir. Mark Sain
Secretary's Assistant: Crystal Sura (414) 286-3021

Tuesday June 24, 2014
4:30 p.m.
Central Library
814 W. Wisconsin Avenue
Milwaukee, WI 53233

AGENDA

PUBLIC COMMENT

APPROVAL OF MINUTES May 27, 2014 Regular Meeting.

Attachment A, page 4

SPECIAL COMMUNICATION

1. **Trustee Recognition**. The Board will present a resolution honoring Board member Sam McGovern-Rowen, thanking him for his three years of service.

   Attachment B, page 8

2. **Branch Building Project Manager**. Director Kiely will introduce Sam McGovern-Rowen as the MPL Facilities Project Manager.

3. **Students from Taiwan**. Human Resources Director Consuelo Hernandez will introduce Yun-Chiao (Joy) Wang and Ju-Fang (Ruby) Chang, two student interns from Taiwan who are studying at UWM's School of Information Studies.

COMMITTEE REPORTS

4. **Executive Committee**. Chair John Gurda will provide a report from the June 3, 2014 Executive Committee regarding library projects and MPL Foundation's fundraising approach.

   Attachment C, page 9

5. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Kovac, Resource Library Representative, will report on the June 16, 2014 MCFLS Board meeting.

OLD BUSINESS

6. **Milwaukee Civic Partnership Initiative (MCPI) Valuation Report**. The Trustees will discuss the draft valuation report from the Superlative Group and the option of participating in Phase 2, which would allow the marketing of library assets.

   Attachment D, page 18

7. **East Library Development Agreement Amendment**. The Board may vote to convene in closed session to discuss the second amendment to the East Library Purchase, Sale & Development Agreement. The Board may reconvene in open session at the conclusion of the closed session.

Pursuant to the provisions of 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.

8. **Library Artifact**. The library board will move and vote to convene in closed session to discuss negotiations relating to permanent loan agreement of the painting "The Bookworm" by Carl Spitzweg owned by the Milwaukee Public Library. The Board may reconvene in open session at the conclusion of the closed session.

Pursuant to the provisions of 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.

NEW BUSINESS

9. **East Library Automated Materials Handling Unit Contract Award**. The Library Board will be asked to approve a contract for the winning proposal for an automated materials handling unit (a book sorter) for the new East library.

10. **2015 Library Budget**. Budget Director Mark Nicolini will provide preliminary information regarding next year's budget.

11. **Funding Priorities**. Director Kiely will seek input on priorities for Foundation support.

    Attachment E, page 24

12. **Committee Assignments**. Board President Gurda will announce Board committee assignments.

13. **MPL Foundation Update**. MPL Foundation Executive Director Ryan Daniels will report on fundraising efforts to-date.

ADMINISTRATIVE REPORTS

14. **Personnel Actions**. Library administration reports the personnel activity for May 2014.

    Attachment F, page 25

15. **Financial Report**. The financial report for May will be presented. Library administration reports the financial activity:
U. S. Bancorp Commercial Paper #266078529 (rated A1/P1) dated 05/05/14 and maturing 06/04/14 at a rate of 0.06%.....$460,000.

Attachment G, page 27

16. **Library Director's Reports**.

Attachment H, page 29

***REMINDER**: Next scheduled meetings are:*

July 22, 2014 – Finance & Personnel Committee Meeting – Central Library-4:00 p.m.
July 22, 2014 – Regular Meeting – Central Library 4:30 p.m.

ADJOURNMENT

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday May 27, 2014
Central Library
814 W. Wisconsin Ave.
Milwaukee, WI 53233

PRESENT: Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Ald. Nik Kovac, Chris Layden, Sup. Theo Lipscomb, Joan Prince, Dir. Mark Sain, Paula Kiely

EXCUSED: Denise Callaway

STAFF: Ryan Daniels, Bruce Gay, Consuelo Hernandez, Joan Johnson, Judy Pinger, Taj Schoening, Crystal Sura, Brooke VandeBerg, Kelly Wochinske

OTHERS PRESENT: Amy Hefter, Legislative Reference Bureau
Ellen Tangen, City Attorney's Office

President Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:42 p.m. on May 27, 2014 with a quorum present. Trustees Coggs and Prince participated by conference phone and were excused at the convening of closed session. Trustee Hamilton left at 5:30 p.m.

PUBLIC COMMENT Ms. Sarah Kimball, a former MPL Foundation Board member, stated that she would like the library to keep "The Bookworm" painting. She sees it as a precious and generous gift and suggested that it be placed in a more prominent spot so it can be enjoyed by everyone. Ms. Kimball also shared a written comment by Mr. Russell Zimmerman Mr. E. J. Brumder, volunteer historian, echoed Ms. Kimball's comments, adding that "The Bookworm" is a famous piece of art and it should be retained at the library.

APPROVAL OF MINUTES Prior to approving the April 22, 2014 minutes, Vice-President Gurda moved that the motion made in item 7. Library Artifact, be changed to read: A motion was made by Trustee Callaway and seconded by Trustee Lipscomb that the Board direct MPL staff, Trustee Layden and the City Attorney to ~~negotiate~~ explore an agreement to loan the "Bookworm" to an interested party and to bring the proposed agreement to the Board for ~~approval~~ disposition. Trustee Lipscomb agreed. Trustee Layden seconded the motion. Motion passed. Trustee Gurda moved and Trustee Layden seconded a motion to approve the April 22, 2014 minutes. Motion passed.

ELECTION

1. **Election of MPL Board Officers**. President Hamilton stated that the Nominating Committee met on April 15, 2014 and presented the recommendations for MPL Board officers. Trustee Prince moved that Trustee Gurda be appointed as President, Trustee Bria as Vice-President and Trustee Lipscomb as Financial Secretary. The Library Director continues to serve as ex-officio secretary. Trustee Hamilton will serve on the Executive Committee as Past President. The motion was seconded by Trustee Layden and passed unanimously. President Gurda assumed the chair and expressed his gratitude to Trustee Hamilton on the calm, collegial leadership he provided to the trustees for the past four years.

SPECIAL COMMUNICATION

2. **New Central Library Manager**. Director Kiely introduced Public Services Area Manager Judy Pinger to the Board. Ms. Pinger said she has worked for MPL for twenty-four years and considers being the head of Central Library an honor and it is a privilege to work with an engaged community and wonderful employees.

COMMITTEE REPORTS

3. **Services & Programs Committee**. Chair Cook briefly summarized the Library Services & Programs Committee meeting of May 5, 2014, attachment B, page 25 of the agenda.
   Director Kiely said the committee approved a recommendation to update the Code of Conduct, based on final approval by the City Attorney's Office. The City Attorney's office has since approved the policy. Trustee Cook moved and Trustee Hamilton seconded a motion to approve the revision to the MPL Code of Conduct for Milwaukee Public Libraries. Motion passed.
   Trustee Cook said that regarding the marketing and fundraising mailing list, discussion included how the library could use the patron database to send marketing materials for programs and services. Additionally, the patron database could be used to solicit donations. A library policy will be drafted for consideration. Informational item.
   The committee also discussed library cards and ways to reach more customers through a card campaign this fall. The Board will be updated as the campaign plans progress. Informational item.

4. **Library Building & Development Committee**. Trustee Gurda provided a report from the May 7, 2014 committee meeting regarding the Milwaukee Civic Partnership Initiative. Referring to attachment C, page 32, he said the committee met with the Superlative Group, an assistant city attorney, two Foundation Board members and the Foundation Director to discuss the library's participation in the marketing program. The library differs from other City departments in that the Board has overall control of the assets and also has its own Foundation. The committee approved moving forward with phase 1 of the process which is the valuation of library assets which are considered its programs and services. The Board will decide whether to participate in phase 2, after they review and discuss the valuation report. Trustee Cook moved the committee's recommendation to the full Board. Trustee Hamilton seconded the motion. Motion passed.

5. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Kovac, Resource Library Representative, reported that the MCFLS Director search is still in process. At the May 19, 2014 MCFLS meeting, a decision was made to request $125,000 in funding from Milwaukee County for Sierra software enhancements. Informational item.

OLD BUSINESS

6. **East Library Development Agreement Amendment**. President Gurda reminded the Board that East Library construction was delayed by six weeks which led to an amendment to the purchase agreement. A second amendment is necessary but has not been finalized. The library has gained entry and is actively building out the space. The grand opening date is set for November 28, 2014. Informational item.

7. **Library Artifact.** President Gurda stated his intention of convening in closed session for discussion on the negotiations relating to the potential sale or permanent loan of the painting "The Bookworm" by Carl Spitzweg currently owned by the Milwaukee Public pursuant to Wisconsin Statutes 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. Trustee Cook moved and Trustee Hamilton seconded the motion at 5:15 p.m. to convene in closed session. Roll called and unanimously passed. Director Kiely, Assistant City Attorney Ellen Tangen, and Marketing and Public Relations Officer Brooke VandeBerg remained during the closed session. The Board reconvened in open session at 6:18 p.m. on a motion by Trustee Cook and seconded by Trustee Bria. A motion was made by Trustee Layden and seconded by Trustee Bria to direct library staff and the city attorney's office will formally enter into negotiations with the Grohmann Museum to provide greater access and resources to support the conservation of "The Bookworm". The framework for the negotiations, as directed by the Board of Trustees, include an institutional loan agreement granting free access to Milwaukee Public Library cardholders; the Grohmann will maintain, protect, preserve and secure the painting; the Grohmann and MPL will work together on a display sharing the history of the painting, its provenance and its impact; and, finally a gift of $1 million will be made to MPL. Motion passed with Trustee Kovac and President Gurda opposing.

NEW BUSINESS

8. **MPL Board Appointment**. Mayor Barrett announces the reappointment of John Gurda as a citizen member to the Library Board of Trustees for a 4-year term ending April 2018. Informational item.

9. **Bay View Parking Lot**. Director Kiely said she was informed that a business near the Bay View Branch had concerns about the lack of parking in the neighborhood and anticipated a worsening of the situation due to the Dover School project. They inquired about parking in the Bay View Branch parking lot. The library does allow the public to park in East and Tippecanoe Library's parking lots during closed hours but not overnight. The Board did not have any objection to allow the same parking regulations at the Bay View Branch parking lot. Informational item.

10. **Summer Reading Programming**. Central Library Children's Room Supervisor Kelly Wochinske stated that the Super Reader Program kicked off on May 19. Children who register receive a folder with a paper clock in which to track their minutes reading. After completing a reading level, they are awarded with a prize. As part of the outreach component, MPL's early childhood consultants will be visiting eighty childcare sites this summer, working with over 200 children ages 0-5. Teachers receive three books for their classroom for their active participation. Eighty community learning centers and summer camp sites will be visited, serving over 5000 school-age children. The teen program, "Put Your Face in a Book" involves teens signing and tracking their reading online. Many generous donors support the summer reading program. Informational item.

ADMINISTRATIVE REPORTS

11. **Personnel Actions**. The personnel activity for April was reviewed as listed on attachment E, page 35 of the agenda. Director Kiely recognized the promotion of Anthony Frausto to Martin Luther King Branch Manager. She expressed her gratitude to Daniel Kentowski for temporarily managing the Washington Park Branch and to Jane Haupert who is managing Center Street Branch while the manager is on leave of absence. Director Kiely noted that Christine Arkenberg retired after 30 years of exceptional service to the library. Informational item.

12. **Financial Report**. The financial activity for April was presented as attachment F, page 37 of the agenda. Library administration reports financial activity:
U. S. Bancorp Commercial Paper #266078529 (rated A1/P1) dated 05/05/14 and maturing 06/04/14 at a rate of 0.06%.....$460,000.

13. **Library Director's Reports**. Director Kiely referred to attachment G, page 39 of the agenda. She highlighted the "Around the Corner" broadcast with John McGivern and President Gurda held in the Loos Room on April 15.
The statistical reports were reviewed. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of May 27, 2014 was adjourned at 6:40 p.m.

WHEREAS,

Sam McGovern-Rowen

Resigned from his position as a member of the Board of Trustees of the Milwaukee Public Library on May 22, 2014; and

WHEREAS, Sam McGovern-Rowen has served faithfully as a citizen member appointed to the Board by Mayor Tom Barrett since 2011; and

WHEREAS, prior to joining the Board of Trustees, Sam McGovern-Rowen, as Business Development Director for the Northwest Side Community Development Corporation, was involved in the mixed-use development of the Villard Square Branch which opened in October 2011; and

WHEREAS, Sam McGovern-Rowen participated in the selection process of choosing a developer for the East Library project; and

WHEREAS, along with the rest of the Board of Trustees, Sam McGovern-Rowen played an integral part in the discussions which guided the development of the library's strategic plan, MPL 2020; and

WHEREAS, during his tenure with the Board of Trustees, Sam McGovern-Rowen served on the Milwaukee Public Library Trust Fund Investment Policy Subcommittee to review and revise the policy language; and

WHEREAS, Sam McGovern-Rowen served on the Library Services and Programs Committee, providing creative ideas for the Milwaukee Public Library card and library awareness campaign; and

WHEREAS, Sam McGovern-Rowen also served on the Library Building and Development Committee during its selection of an architectural firm for the Tippecanoe Branch renovation;

NOW THEREFORE, BE IT HEREBY RESOLVED that members of the Board of Trustees of the Milwaukee Public Library express their deepest appreciation to Sam McGovern-Rowen for his service to the Library and the people of Milwaukee; and

FURTHERMORE, BE IT RESOLVED that a copy of this resolution, suitably inscribed, be presented to Sam McGovern-Rowen and that a copy hereof be spread upon the minutes of this regular meeting of the Board of Trustees held on June 24, 2014.

Done in regular meeting assembled at Milwaukee, Wisconsin
this 24th day of June, 2014.

MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

May 29, 2014

To: Executive Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson John Gurda, Michele Bria, Ald. Ashanti Hamilton,
Sup. Theo Lipscomb *(all Trustees are welcome to attend)*

Fm: Paula A. Kiely
Library Director

Re: Executive Committee Meeting
Tuesday, June 3, 2014
4:00-5:00 p.m.
Central Library, Meeting Room 1

MEETING NOTICE AND AGENDA

1. **2014-2015 Goals and Projects**. The committee will discuss the status of current projects and potential initiatives for 2015.

2. **MPL Foundation.** MPL Foundation Executive Director Ryan Daniels will share a new approach to fundraising and share an idea for building corporate support.

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

814 W. Wisconsin Ave. • Milwaukee, WI 53233 • 414-2

MILWAUKEE
PUBLIC LIBRARY

21st Century Literacy

Adult Enrichment
Reading as a way of life
Book Clubs / Author Talks
Poetry / Poet Laureate
Reading for Information
Reading for Pleasure

Adult Literacy
Computer Training Classes / One-on-one tutoring
Drop-in job labs / Financial Literacy
Summer Reading

Teen Literacy
Teen Advisory Board / Violence Prevention / Poetry Slams
After Hours in the Library / Summer Reading – Teen Read / Parenting

Children's Literacy
Teacher in the Library / Class & School Visits / 1st Grade Library Card Campaign
Read to Rover / Saturdays at Central / Special Events – Harvest Fest, Sendak Exhibit
Summer Reading - Reading Club / Outreach / Parenting

Early Literacy
Books2Go/ Libros Para Llevar / Ready to Read / Storytime Kits / Preschool Story Time /
Toddler Time / Special Events – Happy Birthday Dr. Seuss
Summer Reading – Read-to-Me / Parenting

ILWAUKEE
UBLIC LIBRARY

2014 Projects
June Report

June 3, 2014

	Goal	Status	Upcoming/Notes
East Library Development	Open library on time and within budget, with design that is flexible, supports new service model, literacy & lifelong learning, new technologies, community and staff engagement, and reduces operating costs	Build-out on track Amendment Delayed Working through scope issue	Progress • Shell Construction being finalized • Interior FFE design completed • Public Art for Interior nearly final approval • Public Art for Exterior in design • Working on amendment Timeline • Construction Phase (shell) – July 2013 to July 2014 • Turnover Library – ~~March 3, 2014~~; April 2014 • 2nd Closing – July 2014 • Build-out (library)– ~~March~~ April 2014 to ~~Oct~~ November 2014 • Transition from Temp to New – ~~Oct 1-31~~, November 10-27, 2014 • Open New East – Nov ~~1~~, 28, 2014
Branch Building Initiative	Replace 4 branch libraries within new mixed-use developments	Delayed	Project Manager position filled; starts June 9.
Tippecanoe Renovation	Plan, design, and complete construction renovation of library to improve access, appeal and workflow	On Track	Engberg Anderson selected as Architect Design team formed Contract sent to architect Kick-off meeting being scheduled Grand opening tentatively scheduled for June 2015.

2014 Projects
June Report

June 3, 2014

	Goal	Status	Upcoming/Notes
Express Vending	Increase access to library materials through use of 24/7 outdoor library materials vending system at Westlawn Gardens.	Delayed Opening: August 2014	Equipment is in USA Vendor testing heating element to address extreme cold weather conditions Waiting for site preparation and spring conditions for installation • Site construction underway • Time Warner cable installation on target • Installation of equipment ~~April~~ August 2014 • Planning for Service and Outreach • Action Logistics engaged and willing to modify contract with MCFLS to add vending location to the North route. • Made formal request to MCFLS for daily delivery service • Developing customer service and staff training plan.
Volunteers Strategy 5 Community Engagement & Leadership	Increase capacity through the development of an active volunteer initiative, with a ROI in the first year of $300,000	On Target	Volunteer Coordinator hired – starts full time June 2 Reaching out to managers; staff submitting volunteer requests Coordinator assessing Volunteer list (200+ names) Working on statistical report (a benchmark) - status of MPL Volunteers Working with Deputy Director to provide Volunteers

2014 Projects
June Report

June 3, 2014

	Goal	Status	Upcoming/Notes
			in Branches – per outlined responsibilities Coordinator developed Orientation and training outline. Will begin training Branch Volunteers week of June 2/9th Reaching out to groups – targeting service groups, schools, and sororities & fraternities
Develop Spanish Speaking Staff	Staff libraries with staff that have the language skills needed to serve Spanish-speaking customers.	On Target	Met with Michele Bria and Journey House staff to discuss challenge; partnership ideas developed New staff hired with Spanish skills Spanish-speaking staff deployed to the Forest Home branch
Redesign Webpage	Make discovering and using key library information intuitive and pleasant for the public user: surprisingly useful.	COMPLETED	Site Launched • Content addition ongoing
Community Digital Inclusion	Expand access to and effective use of digital resources within Milwaukee in partnership with the Mayor's Office, the Department of Administration,	Delayed	Planning for Mayoral summit in progress • Seeking keynote and date • Met with community leaders for guidance Public Survey Completed • Results to be published National Edge Survey completed May 1, 2014

ILWAUKEE
UBLIC LIBRARY

2014 Projects
June Report

June 3, 2014

	Goal	Status	Upcoming/Notes
	Information Technology Management Division of the City and Journey House		

ILWAUKEE
UBLIC LIBRARY

2014 Projects
June Report

June 3, 2014

Operational Improvement Initiatives

Improvement Initiative	Goal	Status	Upcoming/Notes
Staff Performance Evaluation System Revision	Create new evaluation tools to establish and measure performance standards	Delayed	Coordinating with City efforts • Researching other libraries' best practices, standards. • Consultation with Singer Group, Paula M. Singer, PhD. and Mary Wacker – Performance Management Model and Process • Joined City's/DER's E-Performance Committee – waiting for first meeting to be called.
Room Reserve software and related procedures	Utilize Evance Software to create an electronic system-wide meeting room scheduling system to improve practices, increase efficiency, and decrease staff time.	Delayed Full implementation expected September 2014	~~Waiting for vendor to complete major upgrade~~ Testing completed; sent revisions to vendor Finalizing procedure
Collection Standardization	Standardize collection arrangement, display, and location codes throughout system to make it easier for the public to find things (especially children)	On Target	Pilot at Tippecanoe Completed Work to continue at remaining 4 libraries in 2014 Bay View nearly done Washington Park and Forest Home underway

2014 Projects
June Report

June 3, 2014

Improvement Initiative	Goal	Status	Upcoming/Notes
	and to facilitate "floating" collections to make them more readily available		

MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
EXECUTIVE COMMITTEE
MINUTES
Tuesday June 3, 2014
Central Library Meeting Room 1

PRESENT: Michele Bria, John Gurda, Sup. Theo Lipscomb, Paula Kiely

EXCUSED: Ald. Ashanti Hamilton

Chair John Gurda called the meeting of the Board's Executive Committee to order at 4:10 p.m. on Tuesday June 3, 2014 with a quorum present. Trustee Lipscomb left at 5:35 p.m.

---

1. **2014-2015 Goals and Projects**. Director Kiely distributed a 21st Century Literacy pyramid document that lists the library's programs and services, many of which are supported by private resources. The document is attached at the end of these minutes.
   The committee reviewed the 2014 Projects June Report, dated June 3, 2014, which is attached at the end of these minutes. Director Kiely noted that the build-out of East Library is progressing. The grand opening is slated for November 28, 2014. The Express Vending Library at Westlawn Gardens is delayed until August 2014 due to a heating element being added to the unit. Projects that are on target or completed include: the Tippecanoe renovation, the volunteer initiative, the development of Spanish speaking staff, and webpage redesign. The Operational Improvement Initiatives listed on the report were briefly summarized. Director Kiely said a national library trend is to create makerspaces in libraries, where tools and space are provided to promote learning and creatively. She added that MPL may not go in this direction since makerspaces already exist in Milwaukee. Discussion ensued regarding the library partnering with community makerspaces to promote each organization's services. Director Kiely reminded the committee that a twelve-month library card campaign is being planned. The Overdue Fines and Fees Policy is being revised and will be presented to the Board in July for approval. President Gurda asked that data on other library system's fines policy's be available for discussion. The report is attached at the end of these minutes. Information item.

---

2. **MPL Foundation.** MPL Foundation Executive Director Ryan Daniels presented the Foundation's operational business plan. His goal is to maintain all current fundraisers and cultivate a new broad-based constituency to provide funding growth to support and expand the library's outreach and services. The plan is to use relationship-based fundraising, identifying Foundation Board Directors, Library Board Trustees and staff's connections within the community and advocating the library's mission and celebrating its successes. The committee briefly discussed marketing and corporate naming of library programs and services. The Foundation is suggesting a state-wide Corporate Partners Program that offers opportunities for companies to receive exclusive library benefits for employees and clients while providing support to the MPL Foundation. One example of a benefit to offer might be reserved seating at an author event. President Gurda acknowledges that MPL is the Resource Library for Milwaukee County and the State. The committee supported the idea. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees Executive Committee meeting of June 3, 2014 was adjourned at 5:50 p.m.

EXCERPT
FROM THE FULL REPORT

City of Milwaukee

Milwaukee Civic Partnership Initiative (MCPI)

Marketing Services

Phase I Asset Inventory & Valuation Report

Presented by:

Superlative

The *Superlative* Group, Inc.

26600 Detroit Road, Suite 250

Cleveland, Ohio 44145

8 Library & Education

8.1 Introduction

This section provides an overview of opportunities in the Library and Education category.

8.2 Milwaukee Public Library

Milwaukee Public Library (MPL), which consists of the central library and twelve branches, is the largest public library system in the state of Wisconsin. Central library is the headquarters of the MPL system and is one of Milwaukee's most notable public structures. MPL provides a wide range of vital services for the citizens of Milwaukee, from youth reading and educational classes to computer literacy and employment services for adults. Table 8.2.1 shows total visitor at Central Library, MPL branches and other locations during 2013.

Table 8.2.1

	2013 Visitors
Central	509,894
Atkinson	94,139
Bay View	150,603
Capitol	126,649
Center Street	139,031
East	116,825
Forest Home	149,666
Martin Luther King	118,273
Mill Road	119,385
Tippecanoe	124,123
Villard Square	147,543
Washington Park	209,676
Zablocki	198,251
YCOS - Outreach	3,994
Drive-Up Traffic Count	33,030
TOTAL	2,241,082

Key Statistics

A selection of other notable statistics is provided below:

- 1,068,477 unique visitors to the MPL website;
- 52,709 MPL database hits;
- 22,813 total circulation of overdrive audiobooks;
- 56,223 total circulation of overdrive E-books;
- 27,831 freegal users (downloadable music service);
- 4,433 Twitter followers; and
- 4,592 Facebook 'Likes'.

© 2014 The Superlative Group. All rights reserved.

Mission, Objectives & Strategies
The mission of Milwaukee Public Library is to provide a gateway to an expanding world of information in order to meet present and future informational needs of all citizens.

Objectives are to:

- Create a city of readers and improve the literacy rate;
- Increased digital inclusion by providing access to technology and electronic resources; and
- Provide resources for young persons seeking employment opportunities

Strategies include:

- Maintain a robust connection to the internet and computer access;
- Offer job seeking preparation and computer training classes;
- Provide information and literacy resources in formats in demand by residents;
- Increase access to library cards for city students;
- Support early literacy initiatives and enhance literacy services to adults and children through out of school learning;
- Continue Sunday hours as a means of supporting orientation towards literacy and learning; and
- Expand support for programs and services through use of volunteers.

Foundation
The MPL Foundation provides essential support through private contributions for books, materials, programs, and library facilities to continue MPL's continued reputation as a first-class library which is responsive to community needs. The foundation was established in 1988 and continues its original vision of generating private-sector support to supplement tax-based funding. The result has been improved collections, expanded programs, enhanced services, and renovated buildings. Over the years, thousands of generous individuals, corporations, and foundations have demonstrated their deep commitment to MPL by donating to the foundation.

If the MCPI is approved, the Superlative Group intends to work closely with MPL Foundation representatives to ensure that any MCPI sponsorship programs are complementary to ongoing fundraising initiatives at MPL.

8.3 Opportunities

This section provides a brief overview of the possible opportunities at MPL.

Sponsorship Opportunities
The following sponsorship opportunities could be developed:

i. Capital Donations to assist with funding for new branches and renovation of existing facilities;
ii. Sponsorship of Marketable Programs, including children's reading programs/children's books and 'teacher in the library programs; and
iii. Technology partnership, including growing demand for e-books, Sponsorships of the broadband/digital inclusion initiative.

These are discussed in further detail below.

© 2014 The Superlative Group. All rights reserved.

8.4 Capital Donations

East Library Development

The East Library capital project allows the city to develop a valuable property and replace and aging library. Total capital funding of $3.55 million has been provided for the project, which will replace the current East Library with a new 16,000 square foot library as part of a mixed use project that includes multi-story apartments and a first floor retail space. Groundbreaking occurred on July 30 2013. Construction is expected to be completed in October 2014. During construction, library services are being provided through a temporary location at 2430 North Murray Avenue.

Neighborhood Library Improvements

The 2014 capital budget includes $1.8 million for several neighborhood library improvements, including:

- $175,000 to replace the Center Street roof, $100,000 to construct a public emergency exist at Center Street;
- $150,000 to replace the carpet at Zablocki;
- $750,000 for renovation of the Tippecanoe facility;
- $600,000 in funding to begin two mixed use projects, replacing the current Forest Home and Mill Road facilities.

Central Library Improvements

The capital budget includes $1.56 million for improvements to Central Library. This includes $200,000 for ongoing repair of the building's historic mosaic tile and scagliola, $130,000 for masonry work on the building's exterior, and $580,000 for replacement of an air handling unit.

The Superlative Group could work with MPL to develop a philanthropic / donation program to assist with funding for developments and capital improvements. The proposed approach is to identify areas of the new / renovated facilities which could be identified as 'named' or sponsored areas, for example the 'Smith Family Atrium' or the 'King Foundation Reading Area'. Possible named areas include technology / computer centers, reading rooms, music studios or arts and crafts areas. The library may offer an agreed list of benefits to target donors in return for major gifts / donations;

- Acknowledgement plaque for display at business or residential location;
- Inclusion in media and press advisories related to the opening of the facility;
- Logo recognition on a MPL website site sponsors page;
- 10 Tickets to private pre-opening event;
- Opportunity to distribute promotional materials at the opening event;
- Signage opportunity at the Grand Opening celebration.

Our initial assessment is that a named area could generate between $15,000 and $40,000 of additional income per annum, depending on location, prominence and the agreed list of benefits. If this opportunity is acceptable to MPL, The Superlative Group will work with MPL Foundation Representatives to develop an inventory of opportunities and potential target donors.

8.5 Marketable Programs

MPL provides a wide range of educational and leisure programs for both adult and youth groups.

Adult Programming

The 2013 AMR Richard E. and Lucile Krug Rare Books Room Education Series included the following programs:

- Gerald Geerlings and the Jewelled City; Attendance – 21
- Art Nouveau: a New Style for a New Century; Attendance – 41
- The Voice of Germania: George Brooder's Milwaukee; Attendance – 32
- Rarities Remixed: Some New Old Favorites; Attendance – 42
- Napoleon DESCARPTION de l'EGYPTE; Attendance – 46

© 2014 The Superlative Group. All rights reserved.

Author Visits during 2013 and 2014 (to date) included:

- Elaine Pagels: Vision, Prophecy and Politics in the Book of Revelations; Attendance – 191
- John Gurda, The Making of Milwaukee; Attendance – 100
- ReShonda Tate Billingsley author of A Family Affair; Attendance – 35
- Richard Thieme, UFO's and Government; Attendance – 55
- Sue Monk Kidd; Attendance - 331
- Charles Krauthammer; Attendance - 700

Business and Technology Department's – Medical College of Wisconsin's Science Cafes:

- Breast Cancer; Attendance – 60
- Alzheimer's Research; Attendance – 55
- Biomedicine; Attendance – 30
- Obesity; Attendance - 60

Special Humanities Programming:

- The North Shore Line: America's Fastest Interurban – Attendance - 136
- Schuster's and Gimbels: Milwaukee's Beloved Department Stores – Attendance- 107

Other Popular Adult Programs:

- Hispanic Heritage month programming – Attendance – 140
- Participation in the annual Doors Open Milwaukee in September – Attendance - 721
- Affordable Care Act Enrollment Labs with Milwaukee Health Department – Weekly October through December – Total Attendance-107

Employment and Computer Skills:

- In 2013, there were 582 drop-in job centers that helped 3,539 people with employment searches, working on resumes, completing job applications, or searching the internet for available opportunities.
- Additionally, there were 800 computer courses serving 4,403 class attendees. These classes primarily teach basic computer skills courses, including Introduction to Word, Introduction to Excel, and Email.

Title sponsorship of Author Visits program could generate between $15,000 and $20,000 per annum and could be marketed to consumer retail and financial services categories. Title sponsorship of Employment and Computer Skills programs could be marketed to major corporates in the technology sector as part of their Corporate Social Responsibility (CSR) initiatives. The program could generate between $35,000 and $40,000 per annum.

Youth Programming

The Super Reader Summer Reading program promotes reading over the summer to maintain or increase reading skills while children are out of school and to develop lifelong habit of reading. In 2013, the program served 22,323 young people.

In 2014, the library will continue extended Super Outreach to 8,700 children up to 12 years at outreach sites, which exclude childcare classrooms and community-based organizations. Outreach educators visit each site three to six times over the summer and actively engage the children in the Super Reader program and literacy activities. The program costs approximately $140,000, primarily funded through the Milwaukee Public Library Foundation.

Title sponsorship of the Summer Reading program could generate between $25,000 and $50,000 per annum and would be marketable to Health Groups and / or retailers such as Target.

© 2014 The Superlative Group. All rights reserved.

8.6 Technology Partnership

Due to the increased technological requirements at libraries, through computers and online resources, technology partnerships can be developed with Public Libraries to provide in kind equipment and / or free Wi-Fi partnerships in return for selected signage and / or online exposure.

MPL receives supplies from a wide range of major technology partners including Dell, HP, Cisco and Microsoft. In-kind trade opportunities could be developed in return for sponsorship of certain areas of Milwaukee Central Library and / or branches. Technology targets should also be considered for employment and computer skills programs as described above.

Table 8.6.1 provides an overview the number of Public Internet Desktops (excluding catalog-only computers throughout the library system).

Table 8.6.1

Library	Public Internet Desktops	Public Laptops
Central	102	28
Atkinson	22	28
Bay View	22	18
Capitol	18	14
Center St.	33	28
East	12	18
Forest Home	22	28
M.L.King	21	28
Mill Road	21	14
Tippecanoe	14	18
Villard Square	15	40
Washington Park	28	30
Zablocki	28	17
Total	**358**	**309**

The technology partnership could generate $35,000 to $45,000 of additional revenue per annum. The Superlative Group has provided initial value ranges for MPL opportunities and will continue to work with MPL representatives as the MCPI project moves forward.

© 2014 The Superlative Group. All rights reserved.

MILWAUKEE
PUBLIC LIBRARY

June 16, 2014

To: Milwaukee Public Library Board of Trustees

From: Paula A. Kiely, Library Director

Re: Priorities for Foundation Support

The Milwaukee Public Library Foundation (MPLF) was founded in 1988 with the sole mission of supporting the Milwaukee Public Library. The goal of the MPLF is to enhance the library, its services, and its programs, not to provide operating funds or supplant the City's funding for basic library services.

Working in partnership with the City and the Library, the MPLF has enabled significant improvements in facilities, programs, and services throughout the past 26 years. The Foundation played a significant role in the renovation of the Central Library and the renovation and rebuilding of the Library's 12 branches. The Foundation has been the primary funder of many of the library's signature programs, including Books2Go, the Super Reader Summer Reading Club, and Computer Training. Designated gifts support these programs and unrestricted gifts allow the library to expand collections and support special projects such as strategic planning.

The Milwaukee Public Library Foundation is developing its own strategic plan that will allow the organization to become self-sustaining by investing in its endowment. In setting this goal, the MPLF Board has restated its commitment to continuing or increasing its support of library programs during this process.

The Board has asked the Library to submit its funding priorities for the next 3 – 5 years. Based on the Library's new Strategic Plan, MPL 2020, I have identified the following needs, which are presented here in priority order.

1. Early Literacy – Increase support to expand program to include 0-2 year olds
2. Summer Reading – Increase support to enable more youth to benefit from program
3. City of Readers Awareness / Media Campaign – Fund 12-month campaign to increase community awareness of services and programs, and to increase the number of engaged library card holders
4. Teen Services – Increase support for expansion of out of school learning programs for teens
5. Digital Literacy – Increase assistance in computer training and provide support for new technology tools

While this is not a comprehensive list, it does provide a look at the some of the programs that rely heavily on the work of the Foundation. I am looking forward to providing more details about these priorities and hearing your thoughts and we continue to work together to provide library services to the community.

814 W. Wisconsin Ave. • Milwaukee, WI 53233 • 41

MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: MAY 11, 2014 THROUGH JUNE 7, 2014
The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Hayley Johnson - Library Reference Assistant - Subject Services / Ready Reference	05/11/14
Elisabeth Kaune - Library Technology Specialist - Technical Services / Automation	05/11/14
Alexis Humphries - Library Circulation Aide - Martin Luther King	05/19/14
Maria Burke - Library Technology Specialist - Technical Services / Automation	05/27/14
Christina Kulp - Library Reference Assistant - Subject Services / Ready Reference	05/27/14

TEMPORARY APPOINTMENT

Acklen Banks - Librarian III - Extension Services	05/14/14
Joy Kilimann - Librarian III - Extension Services	05/22/14

EXPIRATION OF TEMPORARY APPOINTMENT

Acklen Banks - Librarian III - Extension Services	05/22/14
Joy Kilimann - Librarian III - Extension Services	05/23/14
Jonathan Osmer - Library Reference Assistant - Atkinson	06/07/14

PROMOTION / TRANSFER

Judith Pinger - Librarian V - Subject Services	05/11/14
To: Library Public Services Area Manager - Administration	

TEMPORARY ADDITIONAL ASSIGNMENT

Kirsten Thompson - Management Librarian - Subject Services	05/11/14
To: Management Librarian - Subj Serv and Library Branch Manager - Martin Luther King	

POSITION CHANGE / RESTORE TITLE / TRANSFER

Daniel Kentowski - Library Branch Manager - Washington Park	05/11/14
To: Librarian III - Subject Services / Humanities and Archives	

TRANSFER

Anthony Frausto - Library Branch Manager - Martin Luther King to Washington Park	05/11/14
Eric Johnson - Librarian III - Subject Services - Humanities/Archives to Ready Reference	05/11/14
Mark Mathews - Custodial Worker II - CL - East to Martin Luther King	05/11/14
Andar Muhammad - Custodial Worker II - CL - Bay View to Capitol	05/11/14
Marlene Royalty - Library Reference Assistant - Villard Square to Washington Park	05/25/14

TRANSFER / PROMOTION TO ANOTHER CITY DEPARTMENT

Jerry Parker - Library Circulation Assistant I - WTBBL	05/24/14
To: Urban Forestry Specialist Trainee - Forestry Department	

EXPIRATION OF EXEMPT APPOINTMENT

Paula Mason - Library Technology Specialist - Technical Services / Automation	06/07/14
Laura Patino - Library Technology Specialist - Technical Services / Automation	06/07/14

EXPIRATION OF PROVISIONAL APPOINTMENT

Hayley Johnson - Librarian I (1/2) - Subject Services	05/10/14
Elisabeth Kaune - Librarian I (1/2) - Subject Services	05/10/14
Daniel Kentowski - Library Branch Manager - Washington Park	05/10/14

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Hayley Johnson - Library Reference Assistant - Ready Reference - 40.0 hours	05/12/14
Elisabeth Kaune - Library Technology Specialist - Technical Services - 32.0 hrs	05/12/14
Daniel Lee - Librarian III (3/4 time) - Subject Services - 24.0 hours	05/13/14
Paul Wellington - Library Circulation Aide - Center Street - 3 weeks	05/20/14
Daniel Lee - Librarian III (3/4 time) - Subject Services - 38.3 hours	05/26/14
Belinda Morris - Library Circulation Assistant I - Circulation - 40.8 hours	05/27/14

RETURN FROM LEAVE OF ABSENCE

Cheree Epperson - Library Circulation Aide - Mill Road	05/12/14
Elisabeth Kaune - Library Technology Specialist - Technical Services / Automation	05/15/14
Hayley Johnson - Library Reference Assistant - Ready Reference	05/19/14

RESIGNATION

Chanta Christianson - Library Circulation Aide - Forest Home	05/16/14
Alee Vang - Library Circulation Aide - Circulation	05/16/14
Adrienne Harper - Library Circulation Aide - Circulation	05/20/14
Michael Lang - Custodial Worker II - CL - Facilities & Fleet	06/02/14
Andar Muhammad - Custodial Worker II - CL - Capitol	06/09/14

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
May 31, 2014

REVENUES

	2014			2013		
	Budget	Received to date	% Received	Budget	Received to date	% Received
Additional City Appropriation	$20,792,441	$8,427,848	40.5%	$20,578,637	$8,159,847	39.7%
Fines	$350,000	$134,173	38.3%	$350,000	$148,993	42.6%
Lost Materials, etc.	$129,800	$48,788	37.6%	$136,300	$47,825	35.1%
MCFLS Contracts	$713,000	$187,985	26.4%	$791,100	$187,814	23.7%
Total City Appropriation	**$21,985,241**	**$8,798,794**	**40.0%**	**$21,856,037**	**$8,544,479**	**39.1%**

EXPENSES

City

	2014			2013		
	Budget	Spent to date	% Spent	Budget	Spent to date	% Spent
Salaries	$11,836,357	$4,975,020	42.0%	$11,857,467	$4,892,919	41.3%
Fringe Benefits	$5,516,088	$2,242,312	40.7%	$5,601,547	$2,326,363	41.5%
Operating Expenses						
General Office Expense	$171,158	$33,393	19.5%	$164,850	$19,905	12.1%
Tools & Machinery Parts	$26,100	$10,042	38.5%	$26,100	$11,953	45.8%
Construction Supplies	$40,900	$10,871	26.6%	$40,900	$11,115	27.2%
Energy	$743,658	$276,078	37.1%	$713,185	$244,380	34.3%
Other Operating Supplies	$262,246	$114,139	43.5%	$321,860	$78,769	24.5%
Vehicle Rental	$8,300	$2,924	35.2%	$8,300	$2,008	24.2%
Non-Vehicle Equipment Rental	$31,800	$9,583	30.1%	$31,300	$9,713	31.0%
Professional Services	$59,000	$7,931	13.4%	$81,487	$11,455	14.1%
Information Technology Services	$295,000	$26,927	9.1%	$201,000	$65,335	32.5%
Property Services	$871,862	$281,537	32.3%	$809,769	$197,656	24.4%
Infrastructure Services	$26,000	$21,570	83.0%	$26,000	$20,635	79.4%
Vehicle Repair Services	$500	$2,500	500.0%	$500	$0	0.0%
Other Operating Services	$137,212	$58,173	42.4%	$125,500	$56,343	44.9%
Reimburse Other Departments	$76,900	$2,190	2.8%	$76,900	($958)	-1.2%
Total	**$2,750,636**	**$857,858**	**31.2%**	**$2,627,651**	**$728,309**	**27.7%**
Equipment						
Library Materials	$1,566,653	$696,733	44.5%	$1,543,864	$584,479	37.9%
Computers, etc.	$256,110	$6,511	2.5%	$200,500	$3,559	1.8%
Other	$59,397	$20,360	34.3%	$25,008	$8,850	35.4%
Total	**$1,882,160**	**$723,604**	**38.4%**	**$1,769,372**	**$596,888**	**33.7%**
Total City Expenses	**$21,985,241**	**$8,798,794**	**40.0%**	**$21,856,037**	**$8,544,479**	**39.1%**

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
May 31, 2014

ADDITIONAL FUNDING SOURCES

	2014 Budget	2014 Spent to date	2014 % Spent	2013 Budget	2013 Spent to date	2013 % Spent
Other Dept. Appr.						
Villard Square Lease	$13,182	$0	0.0%	$13,182	$0	0.0%
Contract Grants						
Teacher in the Library	$100,000	$43,081	43.1%	$113,000	$36,602	32.4%
WTBBL	$968,700	$772,080	79.7%	$968,700	$695,046	71.8%
ILS	$84,690	$68,678	81.1%	$84,690	$71,099	84.0%
Total	**$1,153,390**	**$883,839**	**76.6%**	**$1,166,390**	**$802,747**	**68.8%**
Trust Fund						
Materials	$53,846	$0	0.0%	$56,150	$41,010	73.0%
Programming	$23,500	$9,077	38.6%	$21,500	$9,329	43.4%
Training	$7,500	$4,851	64.7%	$7,368	$2,062	28.0%
Marketing	$11,000	$2,601	23.6%	$11,000	$2,052	18.7%
Contingency	$1,000	$539	53.9%	$1,500	$315	21.0%
Total	**$96,846**	**$17,068**	**17.6%**	**$97,518**	**$54,768**	**56.2%**

Foundation Funds

	2014 Balance	2014 Spent to date	2014 % Spent	2013 Balance	2013 Spent to date	2013 % Spent
Materials	$482,975	$56,962	11.8%	$458,316	$97,285	21.2%
Programming	$263,877	$56,498	21.4%	$119,368	$65,357	54.8%
Total	**$746,852**	**$113,460**	**15.2%**	**$577,684**	**$162,642**	**28.2%**

Director's Report
May / June 2014

Director's Activities. Staff, the city attorney, and I continued to work on outstanding issues related to the new East library and a meeting was held with community leaders at the Washington Park library. During a vacation, I accompanied the Friends of the Library on their first travel program to New York City and Lenox MA to experience the life and literature of Edith Wharton. I participated in a number of community events and meetings including interviews for the new executive director of the Milwaukee County Federated Library System, a meeting of the Journey House Ambassador Task Force to assist in their long-term strategy of broadening their donor base and board membership, and a meeting with new Alderman Russell Stamper II to brief him on library programs and services in his district. I attended an interesting luncheon hosted by the Greater Milwaukee Committee featuring Phoenix Mayor Greg Stanton and AZ State University's Wellington "Duke" Reiter who spoke about the reinvention of their downtown district. I also met with the new Dean of UWM's School of Information Studies, Tom Lipinski and Associate Professor of Public Library concentration Joyce Latham to discuss current and future partnership opportunities. On behalf of the MPL Board and Staff, I presented a gift to retiring MCFLS Executive Director Jim Gingery at a reception hosted by the MCFLS Board. I attended a reading by, Scott Eyman author of John Wayne: The Life and Legend. The event was hosted by and held at the Milwaukee Public Market thanks to Friends Board member emeritus Ron San Fillipo and all proceeds benefited the Friends of the Library.

Patron Library Use. Physical visits to the library were 6.6% less than the prior year and circulation of physical items was 4.5% less, with the greatest loss coming from the East library due to operating out of the small temporary library during construction. Sign-in of youth under age 18 at Washington Park was a factor in the 18.4% reduction in visits, although check-out increased by .8%. Circulation of eBooks was up 29.5% and of audiobooks by 38.9%. Use of online music downloads through Freegal was down 30%. All staff is engaged in promoting this service to increase its use.

Libraries were open the same number of days as the prior year, including being closed Friday, May 23 for a mandatory furlough day and Saturday, May 24 through Monday May 26 for the Memorial Day Holiday.

Events

2014 Literary Luncheon. The Friends of the Milwaukee Public Library hosted their annual Literary Luncheon on Thursday May 8th at the Wisconsin Club. Shauna Singh Baldwin, Milwaukee resident and author of The Selector of Souls, was the featured speaker. Mayor Tom Barrett shared remarks with the audience of 143. Other distinguished guests included Trustees Sharon Cook and Nik Kovac, and Common Council President Michael Murphy. The event highlights the Friends organization and raises funds to support the library.

Women of the World Conference. Librarians Anna Walls (Business Technology Science & Periodicals) and Maria Cunningham-Benn (Arts & Media) participated in the Women of the World Conference on May 10. Sponsored by the National Kidney Foundation of Wisconsin, the WOW conference featured health related sessions by a variety of community professionals. MPL's session featured strategies for finding reliable consumer health information as well as an overview of how the library can play a vital role in securing this information. There were 21 people in attendance.

Black Men in Prison Town Hall: Solutions. On Tuesday evening, May 20 MPL partnered with UWM and MPTV and served as the host for an event called "Black Men In Prison Town Hall: Solutions." The event featured two rounds of community leader panelists who explored why the rate of black male incarceration is so high in Wisconsin and nationwide. Over 430 actively engaged citizens attended providing lively questions and comments to the panel. In addition, a dozen community organizations staffing resource tables in the Loos Room. Humanities Librarian Heather Smith and Central Library Circulation Assistant Aladd Cobb registered people for library cards at the library's outreach table. Kari Steinbrenner (Business Technology Science & Periodicals) provided AV support.

Summer Reading Program. On Wednesday, May 21, the Summer Reading Program kicked off at the Don & Sallie Davis Boys and Girls Club on Milwaukee's south side. Library Director Paula Kiely, Mayor Tom Barrett, President & CEO of Boys & Girls Clubs of Greater Milwaukee Vincent Lyles, Program funders Northwestern Mutual Foundation's Shawn Muren and the Faye McBeath Foundation's Scott Gelzer, Milwaukee Public Library outreach staff members Mandy Tuthill and Victoria Sanchez, Browser the Library Lion, Don & Sallie Davis Boys & Girls Club staff, Principal of Rogers Street Academy Dr. Mateo and students from the school that also attend the club kicked off the start of the sign-up for Summer Reading in the library of Roger Street Academy and the Don & Sallie Davis Boys and Girls Club. The Clubs value reading and are a vital program partner. They include the summer reading program in their summer curriculum at all the legacy sites as well as many of the community learning centers throughout the city. As an outreach participant, club members work together to track time spent reading at the club as well as at home.

During the kick off, the group read together and discussed the benefits of being a Super Reader. The special guests talked to the club members about how important reading over the summer is to prevent "summer slide" and keep skills sharp. Library Director Paula Kiely also shared how the Milwaukee Public Library supports readers with programs at all 13 library locations and through outreach at sites like the Davis Boys & Girls Club. Mandy Tuthill and Victoria Sanchez read aloud to the children and the event concluded with a congratulatory visit from Board Chair Alderman Ashanti Hamilton and the opportunity for children to pick a book to take for their home collections. The Milwaukee Journal Sentinel covered the kickoff.

FUEL After-Hours Event. The June 4 FUEL After-Hours event was a great success with over 125 people in attendance and about 30 new library cards issued thanks to a joint effort involving staff from every department at Central Library. Attendees enjoyed a number of activities presented by Subject Services, Circulation, and Outreach staff including the extremely popular Green Roof Tours; "Bring Your Own Device (BYOD)" demonstrations of CountyCat Mobile, Zinio, OverDrive and Freegal; demonstrations of Business Resources featuring DemographicsNOW and ReferenceUSA; library card registration; informational sessions about the Milwaukee Public Library Foundation and Summer Reading Program; an amazing slide show of historic photos; informational sessions on resources in the Art Music and Recreation and Humanities and Archives departments; and circulation services at the Wisconsin Ave check-out desk. Thanks to staff in the Milwaukee Public Library Foundation attendees received Eco-totes and Ben Franklin tickets were included as a door prize. A number of attendees were new to the Central Library and were grateful to learn about how much the library has to offer and the many resources available to them and their families. The Library is likely to gain some new supporters as a result.

Programs

America's Romance with the English Garden. On Monday, May 10, Thomas Mickey, author of "American's Romance with the English Garden: How it all Began" discussed gardening in the mid-to-late 19th century. The history of how British seed and nursery catalogs influenced American gardening at that time was met by a rapt audience. Hosted in the Richard E. and Lucile Krug Rare Books Room, over 30 people were in attendance.

Remember When --Everyone Read the Green Sheet? Retired Green Sheet editor, Dan Chabot lectured to an enthusiastic crowd of 147 attendees on Saturday, May 10. The Loos Room of the Centennial Hall complex, was filled with mostly baby boomers and seniors with a healthy representation of former Milwaukee Journal staff. Mr. Chabot, its final editor from 1981-1994, discussed the green sheet history and shared memories of Ione Quinby Griggs, Gerald "Slightly Kloss-eyed" Kloss, the "Funnies," "Remember When," and photos from the Milwaukee Public Library photograph collection. An accompanying exhibit of Green Sheet pages was on display at Central Library during the month of May.

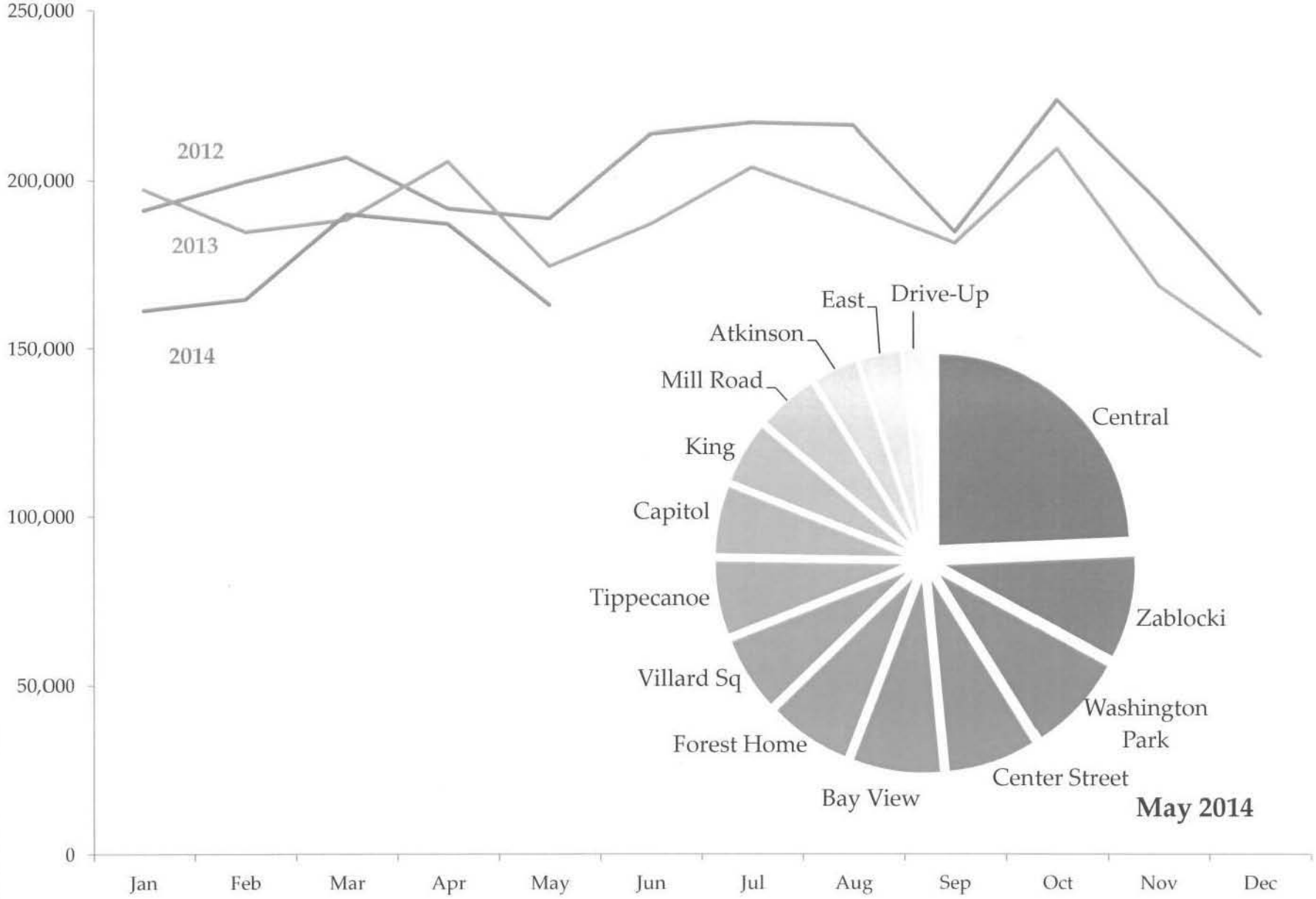
Libraries Bridging Cultures: Islamic Programming at Your Library. Librarians Kristina Gomez (Business Technology Science & Periodicals) and Jennifer Heidel (Humanities & Archives) presented a program on Islamic Programming at the Wisconsin Association of Public Libraries (WAPL) conference on May 7. Titled "Libraries Bridging Cultures: Islamic Programming at Your Library" had two main parts: the first described the Poets House/City Lore Bridging Cultures grant received by MPL, the second gave tips on how other libraries could develop Islamic cultural programs. The program was very well received and following the program, attendees shared their ideas for programming, challenges faced and recommended resources. The director of the Wisconsin Humanities Council was in attendance and shared his contact information and encouraged participants to apply for grant funding of this type which falls under the purview of the Humanities Council funding.

Staff

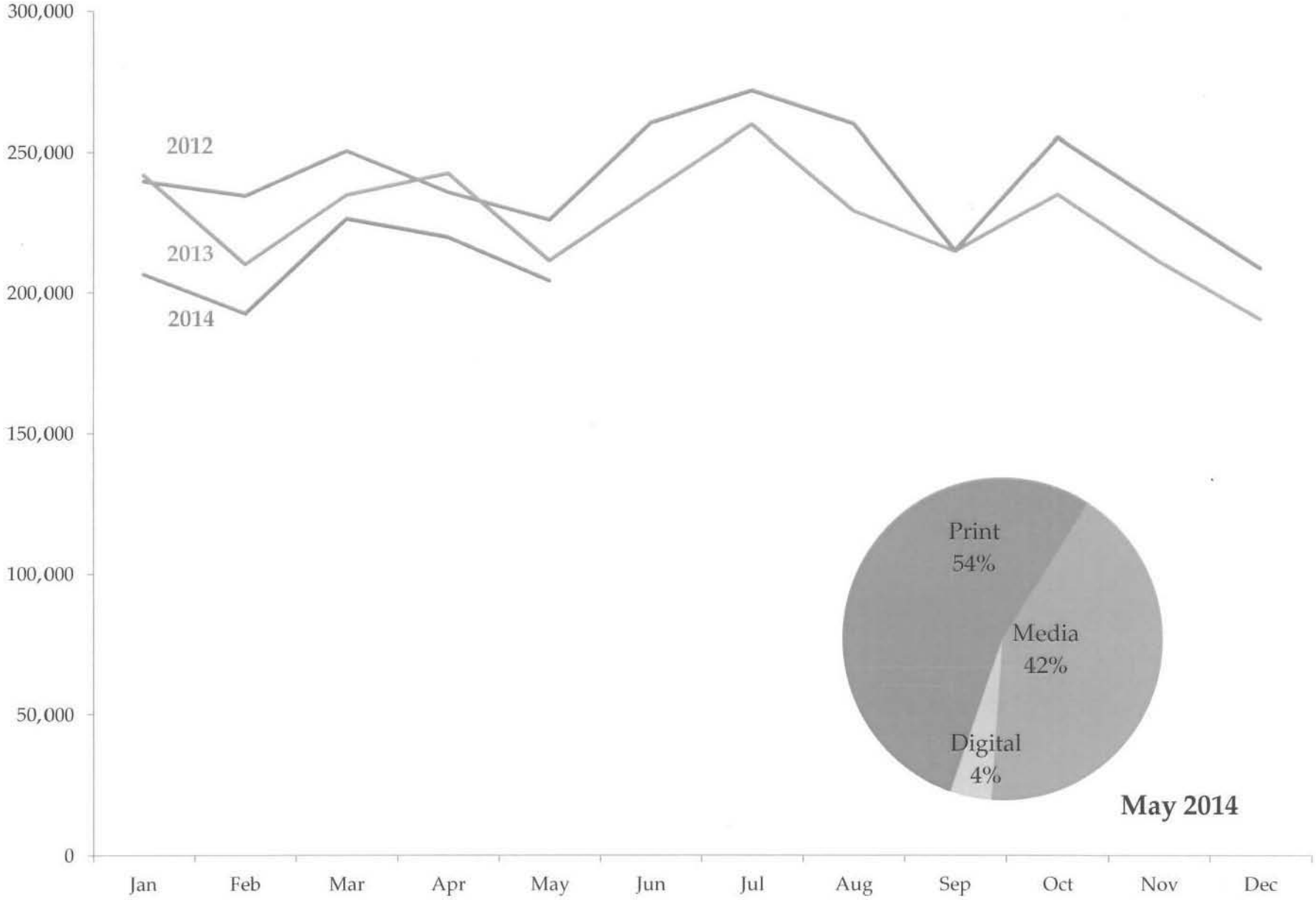
Staff Anniversary Celebration. On June 2, the Library held its semi-annual Staff Anniversary Celebration at Central Library. Ten new employees were recognized: Maria Burke, Jose Casas, Kyle Eklund, Hayley Johnson, Elisabeth Kaune, Michael Koller, Christina Kulp, Gloria Makris, Richard Petersik, Pablem Roberts.

Years of service pins were awarded to the following staff members:
5 Year Pin – Michelle Caples, Rafael Ruiz, Victoria Sanchez, Julian Tisdale, Michael Weber, India Willis
10 Year Pin – Sha'Nese Burnell-Jones, Ed Robinson, Heather Smith
15 Year Pin – Kenya Biami
20 Year Pin – Ed Jabkiewicz, Tiffany Robinson
25 Year Pin – Antricia Morgan
30 Year Pin – Chris Gawronski, Susan Gustafson, Frances Gieldon
35 Year Pin – Aladd Cobb, Kathleen Vandenboom-Hurley
40 Year Pin – Irene Moraniec
50 Year Pin – Dorothy Zeidler

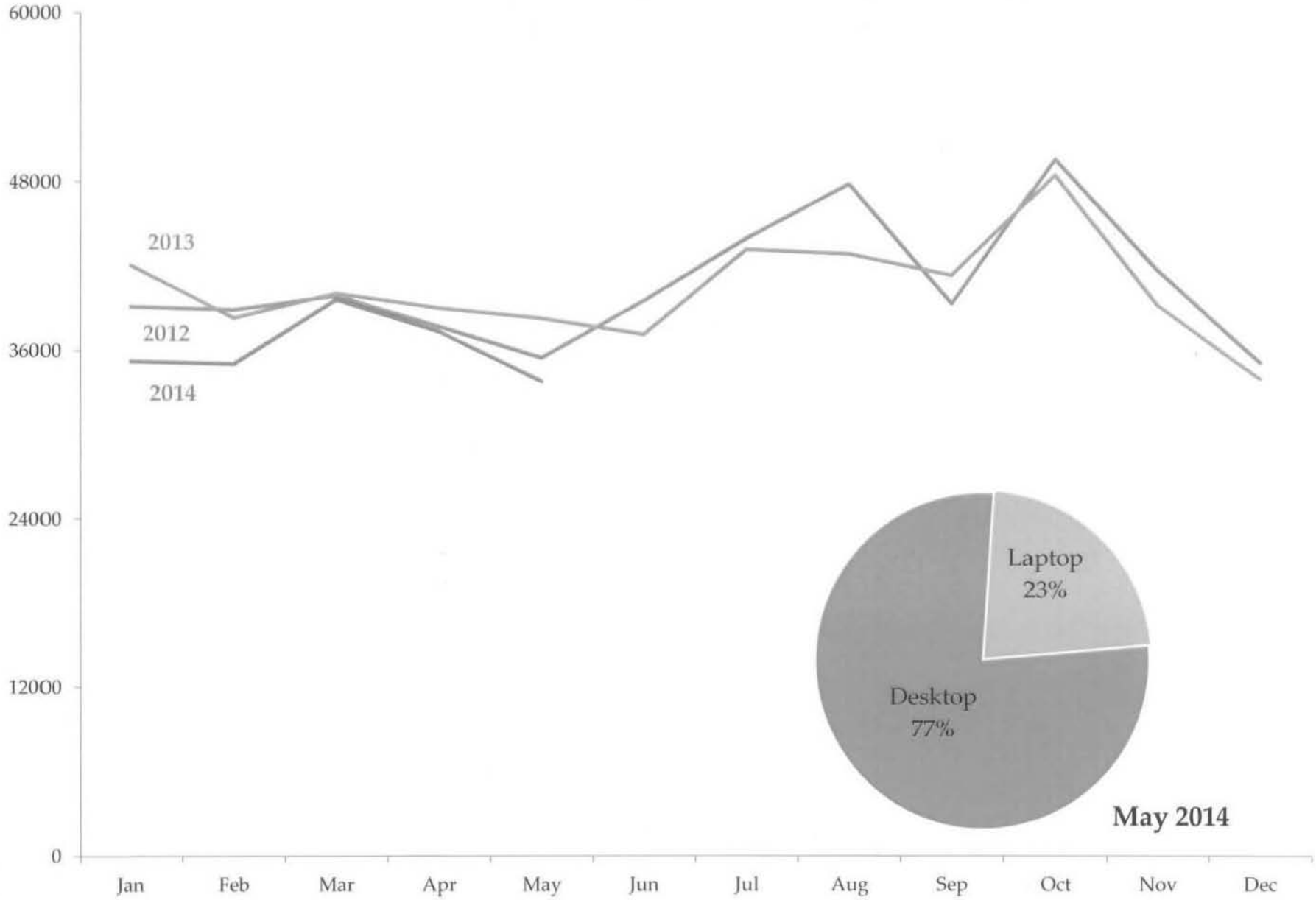
Milwaukee Public Library Visits



Milwaukee Public Library Circulation



Milwaukee Public Library Hours of Computer Usage



Milwaukee Public Library
Computer, Internet, and Electronic Statistics
May, 2014

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	80,965	85,238	-5.0%	448,820	451,419	-0.6%

Database Hits						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	n/a*	4,520	n/a*	n/a*	24,717	n/a*
		38.7% In-library 61.3% Remote			34.3% In-library 65.7% Remote	

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	5,926	4,575	29.5%	30,017	21,401	40.3%
Audiobooks	2,584	1,861	38.9%	11,895	8,236	44.4%

Downloads of Digital Music through Freegal						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	1,747	2,509	-30%	9,470	12,643	-25%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	40,064	39,029	2.7%	209,914	202,822	3.5%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	11,964	10,948	9.3%	64,438	60,998	5.6%
Atkinson	604	588	2.7%	3,766	3,252	15.8%
Bay View	2,662	2,754	-3.3%	14,538	14,095	3.1%
Capitol	2,285	1,869	22.3%	12,360	11,233	10.0%
Center Street	871	788	10.5%	4,947	4,324	14.4%
East	1,095	1,299	-15.7%	5,710	10,034	-43.1%
Forest Home	878	736	19.3%	4,401	3,883	13.3%
Martin Luther King	608	594	2.4%	3,497	3,409	2.6%
Mill Road	881	875	0.7%	4,967	4,595	8.1%
Tippecanoe	1,413	1,279	10.5%	7,151	7,028	1.8%
Villard Square	716	679	5.5%	3,678	3,667	0.3%
Washington Park	1,024	902	13.5%	5,232	4,686	11.7%
Zablocki	2,047	1,555	31.6%	10,641	9,727	9.4%
YCOS--Outreach	100	147	-32.0%	1,031	1,476	-30.2%
TOTAL	27,148	25,013	8.5%	146,357	142,407	2.8%

*The method for tracking database use is still under construction during the switch to the new webpage.