MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

July 23, 2014

To: Library Services & Programs Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Sharon Cook, Denise Callaway, Ald. Milele Coggs,
Ashanti Hamilton, Chris Layden, *all trustees are welcome to attend*
MPL: Ryan Daniels, Joan Johnson, Brooke VandeBerg

From: Paula A. Kiely
Library Director

Re: Library Services & Programs Committee Meeting
July 28, 2014 5:30 p.m.-6:30 p.m.
Central Library Meeting Room 1
814 W. Wisconsin Ave.

MEETING NOTICE AND AGENDA

1. **Meeting Rooms and Conference Rooms, Public Use of**. The committee will be asked to review and approve the revised policy that outlines the use of library facilities by the public.

   Attachment A, page 2

2. **Marketing Mailing List**. The committee will consider using the patron database to create mailing lists for marketing purposes.

   Attachment B, page 6

3. **Fundraising Mailing List**. The committee will consider using the patron database to create mailing lists for fundraising purposes.

   Attachment C, page 7

4. **Library Card Campaign**. Library administration will report on progress made to increase the number of library card holders.

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 • 414-286-3020

Meeting Rooms and Conference Rooms, Public Use of

In support of community activities and in its role as an anchor institution in the neighborhood, the Milwaukee Public Library (MPL) makes its meeting spaces available for use by the public when not in use by the Library. Designated Meeting Rooms and Conference Rooms throughout the Library system may be reserved by the public subject to the criteria outlined in this policy.

Meeting Rooms
Meeting Rooms are defined as MPL's larger meeting areas that can hold 50 people or more and where setup can be altered. Meeting rooms are available for use by organizations (not individuals). The types of entities that qualify for use of the space include, but are not limited to: non-profits, benevolent organizations, community groups, educational and cultural institutions, and government agencies. For-profit agencies may use the space, but not for the purpose of sales or solicitations. Meeting rooms may be used by these groups for either programs or meetings as described below:

Programs: Programs held in library spaces must be for an educational, cultural, civic, intellectual, community service, or charitable purpose. Programs must be free and open to the public. Anyone requesting admittance to the program must be allowed to attend free of charge.

Meetings: Business meetings with a restricted invitation list may be held in library meeting rooms. Examples would include board or administrative meetings, organizational meetings, and planning meetings.

Conference Rooms
Conference Rooms are smaller spaces with fixed setups that provide a quiet, semi-private setting. Conference Rooms may also be used by businesses or community groups for business meetings. Additionally, they may be used by adult individuals (age 18 and over) for business meetings and for purposeful research, work, and/or study. These rooms are not suitable for public programs, and meetings do not have to be open to the public. Examples would include a staff meeting for an organization or a tutoring session.

Rooms are reserved on a first-come, first-served basis contingent on availability, either in advance or on the day needed.

Library programs, activities, and events are given priority over all other room uses and, in extenuating circumstances; the Library reserves the right to preempt any previously scheduled event for MPL use.

Non-Library Groups and Individuals may not use Meeting and Conference Rooms for:

- Money-making or commercial activities including monetary solicitation. No profit can be earned from an event held at the Library.
- Programs or meetings where an admission fee is charged or raffle held; or those where donations, collections, or fees of any kind are taken.
- Activities involving the sale, advertising, or promotion of products or services or programs, including compilation of mailing lists for future solicitation.

- Personal or family activities including family reunions, showers, birthday, or other celebrations.
- Entertainment or recreational purposes.
- Unlawful activity.

Parameters
To ensure equitable access to meeting spaces, room use is limited to five (5) hours per use, and up to a collective maximum of six (6) times per calendar year. Rooms may be used during Library open hours, except that neighborhood library rooms are not available on Sundays. No one can enter a library before open hours or stay after closing. The capacity of the room may not be exceeded, and the Library reserves the right to move a meeting to an alternate space based on number of attendees. The room must be attended at all times. The applicant must be present during the entire use of the room and should be the last person to leave. Children and young people in the group must be adequately supervised by adults at all times: There must be at least one adult present for every 15 minors. No group, organization, or individual may use the address of any MPL library as a mailing address.

Meeting room users may not post signs, banners, flags, or other displays on the walls or exterior of the library. Exits and doorways may not be covered and must remain unobstructed for fire safety. If there are blinds in the room, these must be kept open.

No advance deliveries will be accepted by the library for meetings or programs. Materials may not be stored at the library before or after a room use. The Library will not be responsible for any equipment or items left in the rooms.

Permission to use a library room does not imply library endorsement of the views, aims, policies, or activities of any group or organization. Permission to use a room is revocable and does not constitute a lease.

Conduct
Applicant is solely and fully responsible for the Room and all its contents (including keys issued - if any), and any and all loss/damage to the building, furniture, or equipment.

The applicant must manage orderly behavior of all attendees, and the Library Code of Conduct must be observed at all times. Use of the meeting spaces may not be disruptive of the programs and activities of the Library, nor may it create a public safety hazard. Noise level is subject to regulation by staff. Smoking and alcoholic beverages are not permitted.

In the event of misconduct, library staff may immediately terminate the event/meeting and clear the premises.

Setup, Cleanup, and Equipment
Tables and chairs are available for use by groups. Groups assume full responsibility for arranging their own rooms and leaving them in good order. Following the room use, the group must clean and restore the room to its original condition and setup arrangement. If additional custodial assistance is required to clean or repair the facility after the room use, the group will be billed a minimum of $50 plus any actual cost of any damages.

Groups must provide and operate their own audio-visual equipment for use in the rooms with the exception of the Krikelas Conference Room where equipment is available upon request. Library telephones are for staff use only.

Light refreshments may be served by the group. Members of the group are responsible for bringing all serving equipment, napkins, cups, supplies, needed for the refreshments. The group is further responsible for all food setup and cleanup.

Other Requirements
All groups must comply with the Americans with Disabilities Act (ADA). Groups using the library's rooms must agree to meet ADA requirements and to provide requested accommodations for meetings or programs. The agreement to provide accommodations is to be included in the publicity or notices for each meeting or program as stated below.

Notices of meetings, flyers, news releases or any other promotional materials describing an event must include the Library name and address. The Library may not be identified as a co-sponsor of a program or meeting. Publicity must also include the following two statements:

- *Permission to use a library room does not imply library endorsement of the aims, views, policies, or activities of any group or organization.*
- *Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. For more information or to request accommodations, contact us at (your telephone, address, email and/or other contact information).*

All programs and meetings will be publicly noticed throughout the Milwaukee Public Library system via the Library's meeting room schedule. For programs and business meetings, the contact person's name and contact information will be listed on the schedule, and will be given to anyone who would like more information about the event.

If utilizing laptop computers during a room use, room users must work within MPL's computer environment. Users agree to comply with the library's Computer Use Policy. The library is not able to provide computer instruction or technical assistance for equipment.

The Library may impose additional reasonable conditions for the use of its rooms to ensure that public or private property is not damaged through use of its facilities, and to ensure that the comfort, convenience, safety or welfare of the public is not disturbed. The Library, at its discretion, may require a room user to provide adequate security services and/or insurance. A representative of the library may enter a room and attend any program or meeting held in library facilities.

Any departure from these policies may be made only with written authorization of the Milwaukee Public Library Director or designee.

Milwaukee Public Library
Meeting and Conference Room Policy Revisions
Summary of Major Changes
July 2014

Existing Guidelines	New Policy
No mention of the conference rooms and the differences between meeting and conference rooms	Meeting rooms and conference rooms defined – separate acceptable uses also defined
Meeting rooms open to organizations	Meeting Rooms open to organizations, but more specifically defined as "community groups and businesses." Also added "not individuals" for emphasis. Conference rooms open to businesses, community groups, and individuals.
Meeting rooms for public forum programs (educational, cultural, intellectual, charitable)	Meeting rooms for public forum programs – also added "civic, community service." Added that Meeting rooms are also open for business meetings. This reflects current practice. Conference rooms for non-public forum *(they are too small for public forum)* and are open for meetings or "purposeful research, work, and/or study. Examples include staff meetings, interviews, tutoring sessions, etc.
Room use limited to max of 4 hours	Room use max raised to 5 hours
Groups specify room setup and done by MPL staff	Groups responsible for their own setup and also for restoring room to original condition
Library provides audio-visual equipment at Branch Libraries	Groups provide their own a-v system-wide except in Krikelas
One adult present per 25 minors	One adult present per 15 minors
Required two weeks advance notice to make a reservation	Advance notice no longer required

Use of Patron Database to Create Mailing Lists for Marketing Purposes

I. Introduction/Policy Intent
   a. The Library Board of Trustees wishes to increase the impact and reach of library services and programs by increasing awareness and access. Sharing information with registered library card holders via direct mail, social media and other communication methods is a benefit to those interested who have already shown an interest in the library by registering for a library card. Therefore, the Board of Trustees has established this policy permitting the use of the patron database to create mailing lists for the purpose of distributing other information as deemed relevant to library use and marketing programs and services.

II. Scope of authorization
   a. The Board authorizes the Library Director to contact library patrons for the purpose of sharing information and marketing programs and services by creating mailing lists of names gathered from the CountyCat patron database. Lists will be limited to those patrons who live in the City of Milwaukee and others who have opted in during their application for a library card or during the renewal of their card. Upon the Director's approval and direction, staff may create lists.

III. Confidentiality and State Authority
   a. As mandated by Chapter 43 of the Wisconsin State Statutes, library records are confidential and may not be shared without a Court Order. Library records may be accessed for legitimate business purposes. The Department of Public Instruction, which is responsible for the effective administration of Public Libraries in Wisconsin has confirmed that use of a patron database for the purpose of creating a mailing list to inform patrons about programs and services is a legitimate business purpose and may be implemented, provided the Board of Trustee approves this practice as evidenced by an approved policy.

IV. Review schedule
   a. The Board will review this policy one year from the date of adoption and may adapt it upon recommendation by the Director.

Use of Patron Database to Create Mailing Lists for Fundraising Purposes

I. Introduction/Policy Intention

a. The Library Board of Trustees wishes to assist the Milwaukee Public Library Foundation in contacting library patrons with opportunities to support the library. Sharing information with registered library card holders via direct mail, social media and other methods, will allow the Foundation to reach individuals who have already indicated a strong interest in the library by registering for a library card. In establishing this policy, the Board of Trustees approves the creation of mailing lists for the purpose of contacting patrons for fundraising purposes.

II. Scope of what the Board authorizes

a. The Board authorizes the Library Director to assist the Foundation in contacting library patrons for the purpose of fundraising by creating mailing lists of names gathered from the CountyCat patron database and by mailing materials on behalf of the Foundation. Lists are confidential and may not be given directly to the Foundation or its staff. Lists will be limited to those patrons who live in the City of Milwaukee and who have opted in during their application for a library card or during a renewal of their card. Upon the Director's approval and direction, staff may create lists.

III. Confidentiality and State Authority

a. As mandated by Chapter 43 of the Wisconsin State Statutes, library records are confidential and may not be shared without a Court Order. Library records may be accessed for legitimate business purposes. The Department of Public Instruction, which is responsible for the effective administration of Public Libraries in Wisconsin has confirmed that use of a patron database for the purpose of creating a mailing list to inform patrons about opportunities to support the library is a legitimate business purpose and may be implemented, provided the list be retained by the library and not given directly to the Foundation or any other body, and provided the Board of Trustees has approved a policy giving this authority.

IV. Review schedule

a. The Board will review this policy one year from the date of adoption and may adapt it upon recommendation by the Director.