



**EXECUTIVE COMMITTEE
OF
THE LIBRARY BOARD OF TRUSTEES**

MEETING NOTICE AND AGENDA

Wednesday, June 10, 2026
4:00 p.m.

Virtual via Microsoft Teams

By computer, mobile app or room device:

Meeting ID: 258 361 761 086 73
Passcode: Ki9cw7vc

By phone:

Phone number: 414-251-0392
Phone conference ID: 575 711 189#

Committee Members: President Michele Bria, Vice-President Teresa Mercado, Financial Secretary Michael Morgan, Joan Johnson, Secretary, Rebecca Schweisberger, Secretary's Assistant (414) 286-3021

1. **Committee Meeting Minutes Review**. The Committee will review and approve the minutes from the June 11, 2025 meeting.

Attachment A, page 2

2. **2026 Progress Report**. Library Director Joan Johnson will present an update on 2026 initiatives.
3. **Next Meeting**. The Committee will discuss items to be included on the November 18, 2026 agenda.

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 may attend 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.

Reasonable accommodations provided upon request. Contact the ADA Coordinator at: 414-286-3475 or adacoordinator@milwaukee.gov.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
EXECUTIVE COMMITTEE
MINUTES**

Wednesday, June 11, 2025

Virtual via Microsoft Teams

PRESENT: Mark Sain, Michele Bria, Teresa Mercado, Joan Johnson

OTHERS

PRESENT: MPL: Jennifer Meyer-Stearns, Rebecca Schweisberger
City Attorney's Office: Andrea Fowler

Chair Sain called the MPL Board of Trustees Executive Committee meeting to order at 4:01 p.m. on June 11, 2025. All Trustees participated by video conference.

1. **Approval of the Minutes.** Chair Sain entertained a motion to accept the minutes from the November 13, 2024 meeting. Trustee Mercado moved to approve the minutes and Trustee Bria seconded. Motion passed.
2. **2025 Progress Report.** Library Director Joan Johnson presented an update on the status of selected library goals, which were shared with the Committee at the November meeting. The presented slides are attached at the end of these minutes. The data in the report is through the first quarter of 2025. Data is presented in graph form using the following format:
 - the first graph shows long-term trends of system totals
 - the second graph uses spark lines to show the same trends, parsed by branch
 - the third graph shows quarterly data parsed by cluster and then by branch

Goal: Increased Library Usage - Visits

- Most locations saw a decline in visits in the last half of the 2010s and all had a large drop in 2020 due to COVID
- Some locations also had a decrease in visits due to construction or renovation, as most locations moved to a smaller temporary location with limited services. Mitchell Street is the exception, as the Forest Home branch was open during construction of the new branch.
- For Q1 2025, visits are up 10% over Q1 2024
- Plans to increase outreach to the north cluster is supported by the data, which shows the lowest number of visits in that cluster
- Director Johnson contacted all Directors of the United Neighborhood Centers of Milwaukee (UNCOM) in an effort to expand partnerships and ask them to promote library services to their clients and encourage them to get library cards
- MPL continues to ramp up marketing efforts and is working with INPOWER Solutions on a promotional campaign, beginning this month

Goal: Increased Library Usage - Circulation

- System totals and cluster data shows similar patterns as visits, but at reduced levels
- Post-COVID gains are much more modest compared to visits
- Declines at Martin Luther King branch are due to limited services at the temporary branch
- Data shows different populations utilize library resources in different ways

Goal: Increased Library Usage – Registration/Renewals

- MPL is 25% toward the goal for card renewals and 23% toward new card registration

Goal: Economic Outcomes – Business & Technology Department Programs & Services

- Working with the Teen Advisory Board and Teen Interns to continue the pipeline to youth employment
- Expanded programming in the Business Commons, with a goal of contributing to economic and employment growth in Milwaukee. The 2025 goal was to increase program services and resources to underrepresented small business owners and entrepreneurs by 30%. MPL is currently at 56% to goal for the year.
- MPL is again participating in the City’s Summer Youth Internship Program

Goal: Economic Outcomes – Teen Connected Learning & Early Literacy Programs & Services

- Working with the MPL Foundation to secure funding through 2025 and to include a 4th makerspace at the new Martin Luther King branch
- Recruiting to fill 2 makerspace Facilitator positions, additional Teen Intern positions, and 5 Children’s Librarian vacancies
- Youth Services is currently onboarding 2 Coordinators and 1 Manager

Goal: Increase Digital Inclusion

- Goal to provide broadband service to 500 households in Milwaukee. The Request for Proposal received no bids and Director Johnson provided feedback she received from potential vendors. At this time, MPL will not be able to address the issues cited without receiving a significant grant to fund some of the costs. Director Johnson is exploring alternatives.

Goal: Anchor in Neighborhoods as Third Place, Gathering Place, & Safe Space

- The facilities plan has been in effect for over 10 years and the newest branch, MLK is set to open in August
- 10 of 14 in-house Security Officer positions filled

Goal: Central Library as State-wide Resource and Service Revisions

- Findings from the staffing study will help inform decisions about realigning services. A report on the staffing study will be presented to the Board.
- Working toward strengthening oversight for Central Special Collections and building capacity in the branches
- As part of the 2025 budget revisions, phone services will be decentralized. MPL is working with the City Information Technology Management Division (ITMD) to implement. Branch staff telephone training has been completed.
- Piloting use of Niche Academy for staff training with a goal to expand to other systems state-wide
- In addition to working with the Milwaukee County Federated Library System (MCFLS) and the System and Resource Library Administrator’s Association of Wisconsin (SRLAAW), Director Johnson is working with the American Library Association (ALA) and the Urban Libraries Council on Library advocacy efforts.

2. **Fundraising Feasibility Study**. Chair Sain moved into closed session pursuant to Wisconsin Statutes sec. 19.85(1)(e), for the purpose of “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,” for the purpose of

considering a request to engage a consultant, via an RFP process, to determine the feasibility of running a successful major gifts campaign at this time.

Trustee Mercado Moved to direct Library Administration to develop a scope of services, per their recommendations, for a request for Proposal (RFP) seeking a consultant for the purposes of conducting a fundraising feasibility study. Trustee Sain seconded. Motion passed

The meeting of the Milwaukee Public Library Board's Executive Committee was adjourned at 5:31 p.m. on June 11, 2025.

Executive Committee Meeting

June 11, 2025



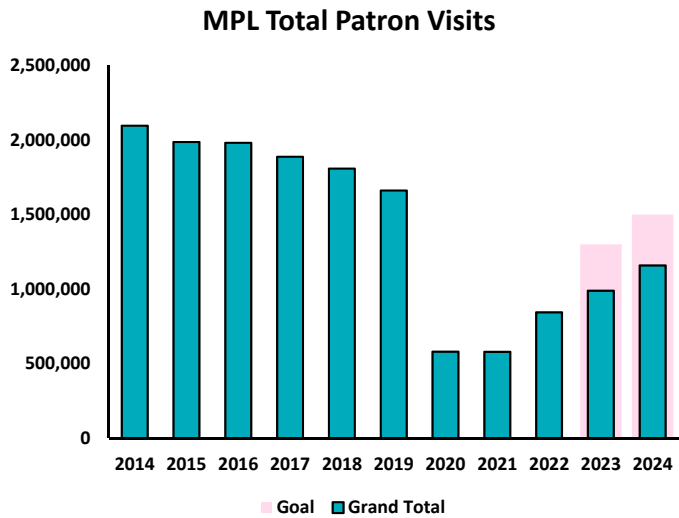
Inspiration Starts Here – Read • Learn • Connect



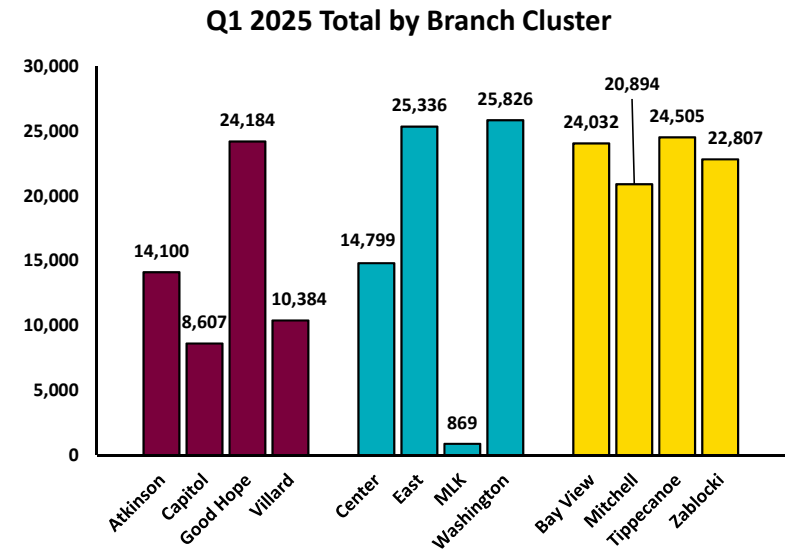
MILWAUKEE
PUBLIC LIBRARY

2025 Progress Report

Increase Library Usage - Visits



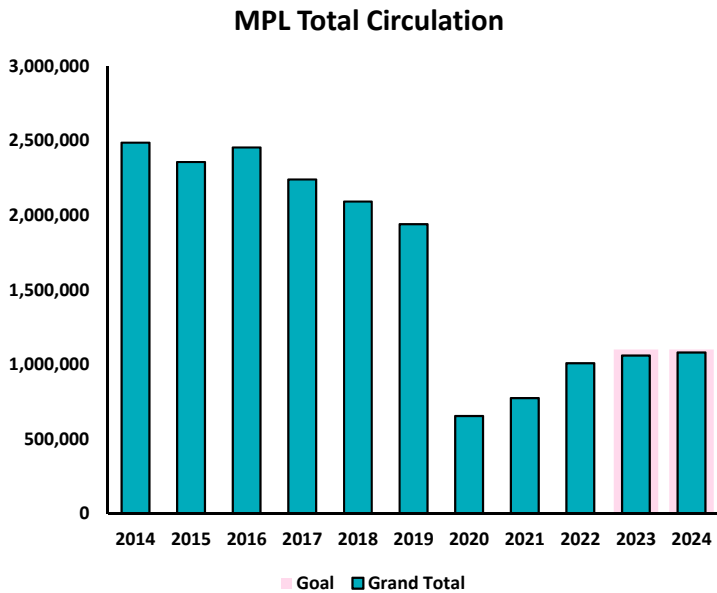
Atkinson	
Bay View	
Capitol	
Center	
East	
Good Hope	
Mitchell	
MLK	
Tippecanoe	
Villard	
Washington	
Zablocki	



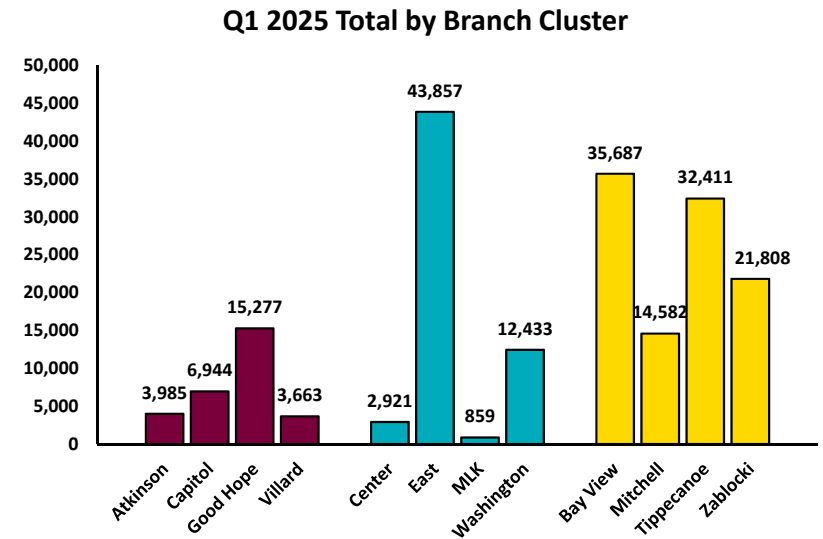
2025 Goal:

1,500,000 Patron Visits across all locations – Q1 Jan-Mar 2025: 305,074 (20% of goal) & 10% increase from 2024

Increase Library Usage - Circulation



Atkinson	
Bay View	
Capitol	
Center	
East	
Good Hope	
Mitchell	
MLK	
Tippecanoe	
Villard	
Washington	
Zablocki	



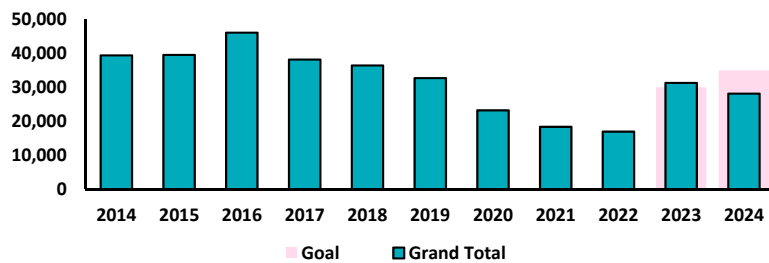
2025 Goal:

1,100,000 Physical Materials Circulated – Q1 Jan-Mar 2025: 277,346 (25% of goal) & 0% increase from Q1 2024

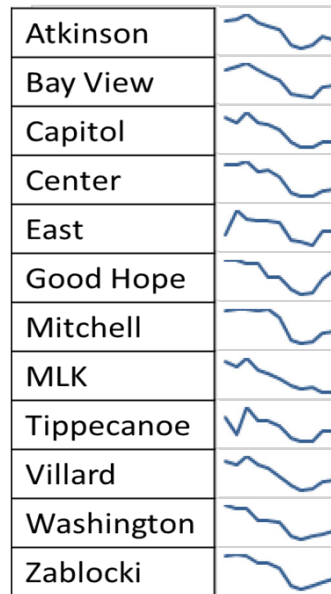
700,000 Electronic Materials Circulated – Q1 Jan-Mar 2025: 155,293 (22% of goal) & 7% increase from Q1 2024

Increase Library Usage - Registrations/Renewals

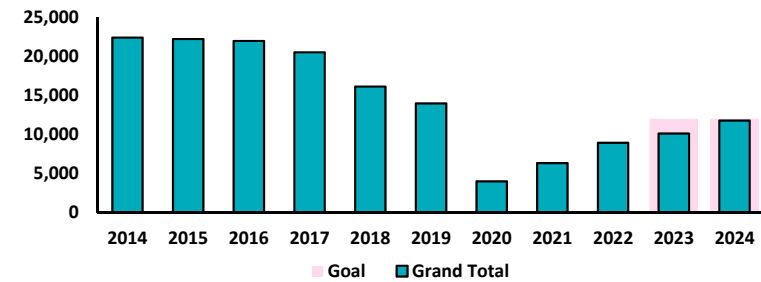
MPL Total In-person Card Renewals



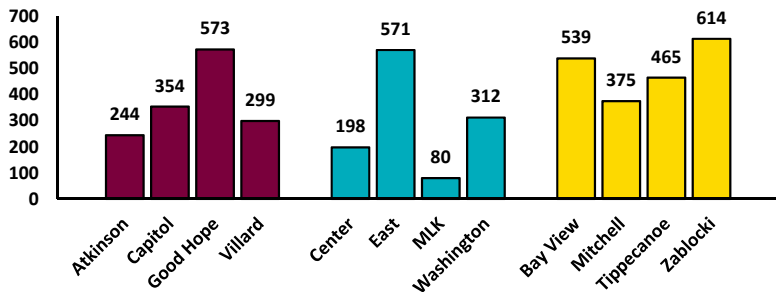
10 year Trends by Branches



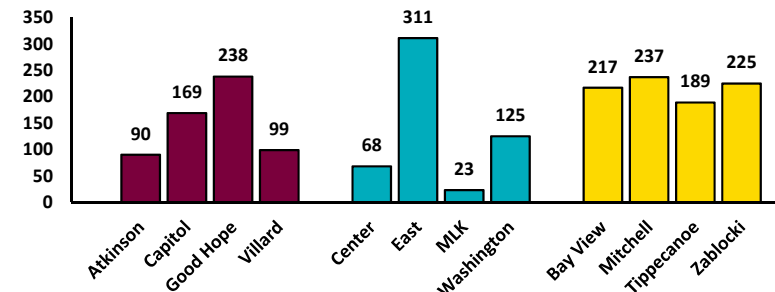
MPL Total New Cards



Q1 2025 MPL Total by Branch Cluster



Q1 2025 MPL Total by Branch Cluster



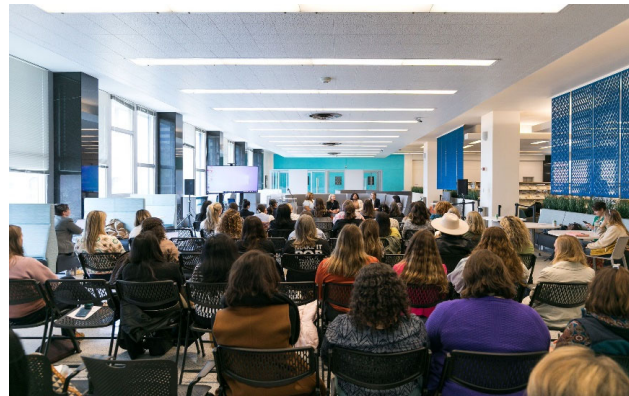
2025 Goal:

30,000 Card Renewal Registrations– Q1 Jan-Mar 2025: 7,515 (25% of goal) & 3% decrease from Q1 2024

12,000 New Card Registrations– Q1 Jan-Mar 2025: 2,811 (23% of goal) & 14% increase from Q1 2024

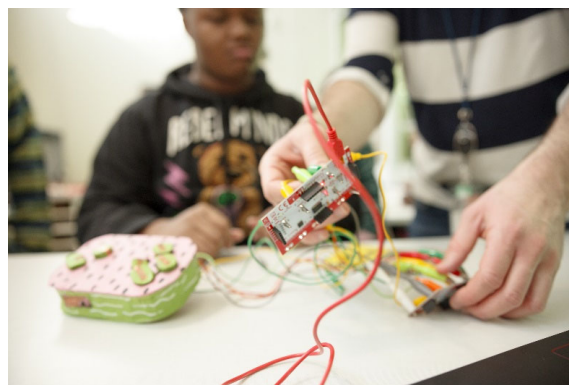
Economic Outcomes – Business & Technology Department

- Business and entrepreneurship programs continue to grow:
 - 195 participants in Q1 — up 74% from last year and already 56% to goal for the year.



Economic Outcomes – Teen Connected Learning/Early Literacy

- Preparing to launch a 4th makerspace at MLK
- Hiring/onboarding underway: 2 Facilitators, 5 Children's Librarians, 2 Coordinators, 1 Manager
- Teen Intern Program thriving—participating in city's Earn & Learn program

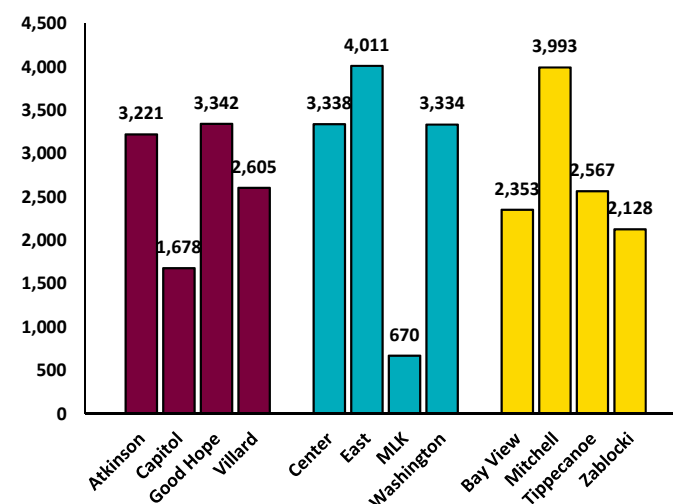


Increase Digital Inclusion

- Wi-Fi usage up across most branches, especially on the north side
- Broadband RFP received no bids; feedback cites high startup costs, and competitive market
- Grant funding remains essential for future infrastructure improvements

Atkinson	
Bay View	
Capitol	
Center	
East	
Good Hope	
Mitchell	
MLK	
Tippecanoe	
Villard	
Washington	
Zablocki	

Q1 2025 MPL Total by Branch Cluster



Anchor in Neighborhoods as Third Place, Gathering Place & Safe Space

- 10 in-house security hires accepted; top contract officers covering remaining roles for now
- MLK branch set to open early August



Central Library as State-wide Resource and Service Revisions

- Staffing study completed; realigning resources
- Phone service decentralization underway—branch staff trained, ITMD implementation pending
- Launched Niche Academy pilot for staff development
- Advancing library advocacy with MCFLS, SRLAAW, ALA, and ULC—engaging state and federal leaders