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 October 28, 2014
4:30 p.m.
Central Library
Meeting Room 1
814 West Wisconsin Avenue
Milwaukee, WI 53233

AGENDA

PUBLIC COMMENT

APPROVAL OF MINUTES September 23, 2014 Regular Meeting.

Attachment A, page 4

COMMITTEE REPORTS

1. **Executive Committee**. Chair Gurda will provide a report on the discussion on a new method of conducting Trustee meetings.

   Attachment B, page 14

2. **Building and Development Committee**. Chair Bria will provide a report from the October 16, 2014 Building and Development Committee regarding Tippecanoe renovation design, library furniture, the branch redevelopment program, the Milwaukee Civic Partnership Initiative, and other project updates.

3. **Finance & Personnel Committee**. Chair Lispcomb will report on the October 28, 2014 meeting regarding the MPL Trust Fund investments, internal accounting, the Comptroller's audit update, the new fines policy, and the management of the MPL Trust Fund. The Library Board may move and vote to convene in closed session to discuss the future management of the MPL Trust Fund. 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.

4. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Kovac, Resource Library Representative, will report on the October 20 MCFLS Board meetings.

OLD BUSINESS

5. **Library Artifact**. The library board may 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.

6. **Library Budget Hearing Report.** The Board will discuss the library's 2015 budget and recent hearing.

NEW BUSINESS

7. **2015 MPL Trust Fund Expenditures**. Approval will be requested to expend funds from the Trust Fund for materials, staff training, programming, marketing and contingency in 2015.

Attachment C, page 16

8. **2015 Milwaukee Public Library Proposed Public Service Hours**. The 2015 Milwaukee Public Library Public Service Schedule of Hours will be presented for approval.

Attachment D, page 19

9. **MPL Foundation Update.** MPL Foundation Executive Director Ryan Daniels will report on the Benjamin Franklin Celebration and other fundraising efforts to-date.

ADMINISTRATIVE REPORTS

10. **Personnel Actions**. Library administration reports the personnel activity for September 2014.

Attachment E, page 20

11. **Financial Report**. The financial report for September will be presented. Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #362093675 (rated A1/P1) dated 09/05/14 and maturing 10/06/14 at a rate of 0.06%.....$457,000.

Attachment F, page 22

12. **Library Director's Reports**.

Attachment G, page 24

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

November 3, 2014 – Services & Programs Meeting – Central Library 5:30 p.m.
November 20, 2014 – Building & Development Meeting – Central Library 8:00 a.m.
November 25, 2014 – Regular Meeting – Central Library 4:30 p.m.
December 10, 2014 – Executive Meeting – Central Library 4:00 p.m.
December – Recess

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 September 23, 2014
Mill Road Library Meeting Room
6431 N. 76 Street
Milwaukee, WI 53223

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

EXCUSED: Denise Callaway, Joan Prince, Paula Kiely

STAFF: Sandy Byrnes, Ryan Daniels, Enid Gruszka, Consuelo Hernandez, Joan Johnson, Sam McGovern-Rowen, Corey Megal, Taj Schoening, Crystal Sura, Patricia Swanson, Brooke VandeBerg, Kelly Wochinski

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

President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:38 p.m. on September 23, 2014 with a quorum present. Trustee Sain participated by conference phone. Trustees Bria and Coggs arrived at 5:10 p.m. Items were taken out of order; however, these minutes are presented in numerical sequence.

PUBLIC COMMENT A community member and library user asked about the branch building program which includes replacement of Mill Road Library. President Gurda responded that Mill Road is outdated and in need of repair and will be replaced with a new and better equipped library on this site or nearby.

Mill Road Branch Manager Enid Gruszka welcomed the Board, stating that she is also the manager of the Capitol library. Mill Road opened in 1970 and serves the largest and most diverse geographic area amongst the twelve branches. The population of this service area is over 67,000. The library partners with neighboring organizations, such as the North West Health Center and Good Will Industries. In addition to popular materials, DVDs, music CDs and magazines, Mill Road offers adult drop-in tutoring and free computer classes. Computers are in high demand for job searching and creating resumes.

President Gurda introduced Sandy Byrnes who was recently promoted to Coordinator of Business, Technology and Periodicals.

Patricia Swanson was introduced by MPL Foundation Executive Director Ryan Daniels, as the Director of Philanthropy. Ms. Swanson will cultivate library relationships and write grants.

APPROVAL OF MINUTES Trustee Hamilton moved and Trustee Cook seconded a motion to approve the July 22, 2014 minutes. Motion passed.

COMMITTEE REPORTS

1. **Library Services & Programs Committee**. Due to the lack of a quorum, no business was conducted at the July 23, 2014 committee meeting. Chair Cook stated that the committee will discuss using the patron database to create mailing lists for marketing and fundraising and other held items at its next meeting scheduled for November 3, 2014.

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2. **Building & Development Committee**. In the absence of Committee Chair Bria, President Gurda noted that the Building & Development meeting was held on September 18, 2014 and asked Library Business Operations Manager Taj Schoening to summarize the Central Library masonry contract. Trustee Lispcomb moved and Trustee Cook seconded a motion to approve the award of the masonry project contract to Holton Brother, Inc. for $94,085. The agenda, minutes and memo regarding the Bids for Central Library Masonry Restoration Annex East Façade Project are attached at the end of these minutes. Motion passed.
   Library Construction Project Manager Sam McGovern-Rowen reported that the Request for Interest for the branch rebuilding initiative was posted on August 27. An open house for interested developers was held at the Forest Home Library on September 8, 2014. Submissions of interest are due back to the library on September 30.
   Vice-President Bria stated that at the last Board meeting, Director Kiely was asked to continue conversations with the City's Department of Administration and consult with the City Attorney on a Memorandum of Agreement (MOU) regarding the Milwaukee Civic Partnership Initiative (MCPI). Assistant City Attorney Margaret Daun suggested a letter describing the framework and outlining a process by which the Board grant approval of Superlative's marketing efforts of library assets be drafted for signatures by all parties.
   Vice-President Bria said that the Tippecanoe Library renovation project design team, Engberg Anderson Inc., presented a Power Point and explained the design in detail to the committee.
   Branch carpeting projects will impact services at Zablocki, Forest Home and Atkinson.
   The East Branch grand opening is scheduled for November 22, 2014 at noon.
   The Express library ribbon cutting is scheduled for October 2, 2014 at 10 a.m. on the corner of 64th Street and Silver Spring Avenue.

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3. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Kovac reported that at the September 15, 2014 meeting the MCFLS audit was accepted. Director Gay reported at the Library Directors Advisory Council (LDAC) meeting, there was extensive discussion on the System and Resource Library Administrators Association of Wisconsin's (SRLAAW) report on system effectiveness. As a County system, library directors are unified in resisting legislation that would merge library systems and eliminate resource libraries. The MCFLS Board is also concerned that there may be a change in the State formula for funding digital books and whether libraries would pool their resources to continue to provide digital books. Informational item.

OLD BUSINESS

4. **Library Artifact**. President Gurda reported that no action is required at this time because negotiations are on-going.

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5. **MPL Trust Fund Investment Management Update**. Financial Secretary Lipscomb reported that the transfer of funds to the JP Morgan Asset Management Institutional was completed. Meetings have been taking place to discuss merging the Milwaukee Public Library Trust Fund with the Milwaukee Public Library Foundation's Trust. The funds would continue to be controlled separately, even if they were invested together. Representatives from MPL and the MPLF will be meeting with the Greater Milwaukee Foundation next week to learn about investment opportunities before a Request for Proposal for investment management services is issued. Informational item.

NEW BUSINESS

6. **2015 Budget**. Library Business Operations Manager Taj Schoening distributed and summarized the MPL Year 2015 Proposed Budget Overview, attached at the end of these minutes. The increase in salaries is due to the elimination of furlough days which were implemented since 2009. The proposed operating budget for the library is a 1.4% increase from 2014. Mayor Barrett presented his proposed budget on September 23. The joint public hearing is scheduled for October 6. The Common Council Finance and Personnel Committee budget hearings will take place October 7 through October 21. The library's budget hearing is October 10. Director Kiely has reached out to Common Council members to brief them on the library's budget. Budget amendment day is October 31. The final Common Council approval will be on November 7. Informational item.

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7. **Summer Reading Club Outcomes**. Youth Services Education and Outreach Management Librarian Kelly Wochinske distributed the Summer Reading Program Results document dated September 22, 2014. The comparison chart listing registration totals from 2008 through 2014 was reviewed. The Super Reader theme continues to gain recognition. The program's goal is to encourage children and teens to keep reading over the summer and develop a life-time love of reading. There is a slight decrease in participation overall for 2014 (-6.7%) and the staff will evaluate their efforts and look for ways to improve. New to the program this year was the partnership with many community organizations, spearheaded by the Faye McBeath Foundation, to visit parks and playgrounds (Free Summer Meal Sites) with library books and book-related programs throughout the summer. Trustee Lipscomb would like to see the program expanded to neighborhood parks near libraries to encourage children in the parks to visit their local branch. Informational item.

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8. **Library Board Meeting Format**. President Gurda said a possible change in the Board meeting format will be discussed at an Executive Committee meeting and a recommendation will be brought back to the Board. Trustee Prince has also been invited to attend. He noted there might be ways to consolidate the informational items and allow time for discussion on library services, programs and strategy. Informational item.

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9. **MPL Foundation Update**. MPL Foundation Executive Director Ryan Daniels reported that the Foundation has raised $740,000 to-date compared to $667,000 from last year. Roundy's is interested in supporting the library's media campaign, which the Foundation is funding. The Foundation was the beneficiary of the Jeff Cirillo golf outing on September 22 with an estimate of $20,000 coming to the library. The Benjamin Franklin Award Celebration honoring Dr. Mary Kellner and the Faye McBeath Foundation will be held at the Central Library on October 23, 2014. There will be an opportunity for guests to support the library during a live auction. The Foundation Board approved a $25,000 match in support of the East campaign. The Foundation mailed a solicitation piece to the East side community and has raised $105,000 in support of the new East Branch. The staff will continue to promote the match as we approach the grand opening on November 22, 2014. Mr. Daniels added that two new members have joined the Foundation Board of Directors. President Gurda encouraged the Trustees to attend the Ben Franklin event. Informational item.

ADMINISTRATIVE REPORTS

10. **Personnel Actions**. The personnel activity for July and August were reviewed, as shown on attachment B, page 41 of the agenda. Deputy Director Johnson noted that several managers are splitting their time between two departments. Library Administration would like to publically thank them for their dedication to library services to both internal and external customers. Informational item.

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11. **Financial Report**. The financial report for July and August 2014 were presented as attachment C, page 44 of the agenda.
    Library administration reports the financial activity:

U. S. Bancorp Commercial Paper #362093085 (rated A1/P1) dated 07/07/14 and maturing 08/06/14 at a rate of 0.06%.....$460,000.
U. S. Bancorp Commercial Paper #362093314 (rated A1/P1) dated 08/06/14 and maturing 09/05/14 at a rate of 0.06%.....$458,000.

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12. **Library Director's Reports**. The Director's report, attachment B, page 41 of the agenda was reviewed. Deputy Director Johnson highlighted the efforts of staff to embed themselves in the community at various fairs and markets to promote the library and its resources. The statistical reports were reviewed. Patron counts and circulation have slightly decreased due to the East Branch operating in a smaller temporary space. Overdrive digital download of E-books and audio books continues to increase. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of September 23, 2014 was adjourned at 5:50 p.m.

MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

September 9, 2014

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, Ald. Nik Kovac, Sup. Theo Lipscomb, Dir. Mark Sain *All trustees are welcome to attend.*
MPL: Joan Johnson, Dawn Lauber, Taj Schoening

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
September 18, 2014 8:00-9:00 a.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Central Library Annex East Façade**. Library Business Operations Manager Taj Schoening will seek approval to award a contract for masonry repair work on the Central Library Annex East Façade.

2. **Milwaukee Civic Partnership Initiative (MCPI)**. Director Kiely will update the committee on the agreement with the Superlative Group.

3. **Tippecanoe Branch Renovation Update**. Deputy Director Joan Johnson will brief the committee on the progress of the design of the Tippecanoe Branch Renovation Project.

4. **Public Service at Zablocki Branch**. Public Services Manager Dawn Lauber will describe how the installation of new carpet at Zablocki will impact access to the collections and services.

5. **Express Library Update**. Deputy Director Joan Johnson will update the committee on installation, training, and the grand opening of the express library.

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Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 28
814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

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

MPL MEMORANDUM

Date: September 12, 2014

To: Library Building & Development Committee of the Milwaukee Public Library Board of Trustees

From: Taj Schoening, Library Business Operations Manager

Re: Bids for Central Library Masonry Restoration Annex East Facade Project

The Milwaukee Public Library issued a formal public bid for masonry restoration of the Central Library – Annex East Facade. The bid opening was September 10, 2014. Three bids were received.

	Base Bid
Dahlman Construction Co.	$ 86,000
Holton Brothers, Inc.	$ 94,085
R.D. Woods Co., Inc.	$110,500

Dahlman Construction Co. will not meet the requirement for Small Business Enterprise participation. Library administration recommends awarding the contract to the next lowest bidder, Holton Brothers, Inc. for a total of $94,085.

MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
BUILDING & DEVELOPMENT COMMITTEE
MINUTES
Thursday September 18, 2014
Central Library Meeting Room 1

PRESENT: Michele Bria, Sharon Cook, Ald. Nik Kovac, Sup.Theo Lipscomb, Dir. Mark Sain, Paula Kiely

OTHERS PRESENT: Chris Gawronski, Joan Johnson, Dawn Lauber, Taj Schoening, Crystal Sura, Duane Wepking; Jeff Hanewell, Bill Robinson (Engberg Anderson)

Committee Chair Michele Bria called the MPL Board of Trustees Building & Development Committee meeting to order at 8:05 a.m. on September 18, 2014 with a quorum present. Trustee Cook participated by conference phone. Trustee Lipscomb left at 8:55 a.m.

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1. Central Library Annex East Façade. Library Business Operations Manager Taj Schoening distributed a memo dated September 12, 2014 regarding Bids for Central Library Masonry Restoration Annex East Façade Project. A formal public bid for the masonry project was issued and three bids were received. The lowest bidder did not meet the requirement for Small Business Enterprise participation. Library administration recommends awarding the contract to the next lowest bidder, Holton Brothers, Inc. for $94,085. Trustee Cook moved and Trustee Sain seconded a motion to approve the award of the masonry project contract to Holton Brothers, Inc. for $94,085. The memo is attached at the end of these minutes. Motion passed.

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2. Milwaukee Civic Partnership Initiative (MCPI). Director Kiely reminded the committee that after the Board reviewed the valuation of library assets done by the Superlative group, she was directed to continue conversation with the City's Department of Administration (DOA) reflecting the concerns raised by the Building and Development committee and consult with the City Attorney on a Memorandum of Agreement (MOU). Since then, a meeting with DOA's Director, who is leading the initiative, needed to be rescheduled. Discussion with Assistant City Attorney Margaret Daun regarding the MOU led to a recommendation that a letter describing the framework for Superlative's marketing efforts be signed by DOA and the Board. This letter would outline a process by which the Board would grant approval of approaching a potential funder for library assets. Key features of the process would also include the Board maintaining control of the branding and image, that the library receive the financial benefit of any advertising. The Board would, at their discretion, pursue other opportunities through the library's Foundation. Director Kiely said she will work with staff and Trustees to put together the framework for this agreement. Informational item.

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3. Tippecanoe Branch Renovation Update. Deputy Director Johnson explained that the Tippecanoe branch renovation project is in the design and development phase. The design process involved team meetings and two public meetings welcoming feedback on the design proposals. Mr. Bill Robison and Mr. Jeff Hanewell from Engberg Anderson Inc. provided a Power Point presentation and explained the design in detail. The entry will be rebuilt with two access points, glass enclosure and a canopy that wraps around the southwest to better connect to the parking lot and improve visibility. Window bays will be added along Howard Avenue to add light and connect to the street. The Community room will use sliding glass walls to allow use as a reading area when there are no meetings. A Guido Brink metal sculpture that is currently suspended from the ceiling will remain in the library. The construction documents are expected in early November. Construction will begin in January 2015 with completion in August. Trustee Lipscomb suggested that the design include a possible location of book vending equipment. The library will need to be vacated during renovation. Options for a temporary library site, possibility of a mobile library or redirecting patrons to a nearby library are being studied. The district alderman will be consulted prior to a decision.

   Vice-President Bria asked for an update on the East Library design. Library Business Operations Manager Taj Schoening reported that the fireplace and the slab glass panels, with back lighting, have been installed. Director Kiely noted that the grand opening is tentatively scheduled for November 22, 2014. Informational item.

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4. Public Service at Zablocki Branch. Public Service Area Manager Dawn Lauber reported that due to the complexity of the re-carpeting project at Zablocki, patrons will have very limited access to materials and computers for approximately one month. The Forest Home and Atkinson branches will also have carpet replaced and that work will be done in stages which will allow on-going public service; however job labs, meeting room use and programming has been restricted. Only the public areas of carpet at Forest Home are being replaced due to worn conditions and safety concerns. The library notified the public of the disruption with bookmarks that were distributed and posting messages on www.mpl.org. Informational item.

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5. Express Library Update. The Express Library was expected to be installed on September 15, but delays at the port in California resulted in the installation being rescheduled to September 22. After the five day installation process, testing and staff training will begin. The Silver Spring Neighborhood Center staff, the Westlawn Residents Council, and neighboring schools will receive individual training. Staff will also be on-site during the month of October to train the public on how to use the library. The ribbon cutting celebration with Mayor Barrett is scheduled for October 2 on the corner of 64th Street and Silver Spring Avenue. Informational item.

The meeting of the Board's Building & Development Committee was adjourned at 9:10 a.m. on September 18, 2014.

MILWAUKEE PUBLIC LIBRARY

Year 2015 Proposed Budget Overview

OPERATING BUDGET	2014 Adopted Budget	2015 Proposed Budget	Change from 2014 to 2015	
Salaries and Wages	$11,736,357	$11,938,460	$ 202,103	*1.71%*
Fringe Benefits	5,516,088	5,372,306	$ (143,782)	*-2.6%*
Supplies and Materials	445,834	437,600	$ (8,234)	*-1.8%*
Rental and Services	1,438,737	1,534,610	$ 95,873	*7%*
Energy	743,658	759,551	$ 15,893	*2.1%*
Equipment	307,579	453,048	$ 145,469	*47.4%*
Books and Materials	1,566,653	1,553,652	$ (13,001)	*-0.8%*
Special Funds - VS Lease	13,182	13,182	$ -	*100.0%*
TOTAL	$21,768,088	$22,062,409	$ 294,321	*1.4%*
TOTAL less Fringe Benefits	$16,252,000	$16,690,103	$ 438,103	*2.7%*

SUMMARY

1. Salaries budget reflects 1.5% increase in 2013 but no step increases.
2. One Education Outreach Specialist position to be funded by MPLF.
3. Computer equipment requests include replacement of camera servers and reduction in number of laptops being replaced.
4. Using restricted gift funds for related materials, computers and marketing.
5. Capital funding requested $8,750,000
   - $4,300,000 for branch library replacement project.
   - $2,750,000 for Tippecanoe renovation project.
   - $1,700,000 for Central Library building repairs and upgrades.

MILWAUKEE
PUBLIC LIBRARY

To: Paula Kiely, Director

Cc: Joan Johnson

From: Youth and Community Outreach Services

Date: September 22, 2014

RE: **Summer Reading Program Results**

The Summer Reading program continues to thrive and encourage children to keep reading over the summer and develop a life-time love of reading. We saw a decrease in participation overall this summer although school age outreach numbers held steady and teen sign-ups increased.

Please see below for a comparison of statistics that shows summer reading participation since the start of the Super Reader theme.

2014 Summer Reading Program Comparison Chart

	Total 2008	Total 2009	Total 2010	Total 2011	Total 2012	Total 2013	Total 2014
Super Readers Registered in Libraries	7,903	10,776	10,190	10,389	12,559	12,916	11,227
Super Readers Registered through Outreach	6,196 only outreach to school age children	7,375 total 1,295 child care centers 6,080 school age groups	10,689 total 3,600 child care centers 7,089 school age groups	8,631 total 2,577 child care centers 6,054 school age groups	8,362 total 2,292 child care centers 6,070 school age groups	8,485 total 2,777 child care centers 5,708 school age groups	8,431 total 2,295 child care centers 5,791 school age groups 345 parks project
All Super Readers	14,099	18,151	20,879	19,020	20,921	21,401	19,658
Teens registered	934	1,007	800	1,115	1,003	942	1,178
Total in all Summer Reading Programs	15,033	19,158	21,679	20,135	21,924	22,343	20,836
Percentage change from previous year		27.4%	13.2%	-7.1%	8.9%	1.9%	-6.7%

MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

September 25, 2014

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

Fm: Paula A. Kiely
Library Director

Re: Executive Committee Meeting
Thursday October 2, 2014
1:00 p.m.-2:00 p.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Library Board Meeting Format**. President Gurda will lead a discussion on a new method of conducting Trustee meetings.

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MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
EXECUTIVE COMMITTEE
MINUTES
Thursday October 2, 2014
Central Library
Meeting Room 1

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

EXCUSED: Ald. Ashanti Hamilton

Chair John Gurda called the meeting of the Board's Executive Committee to order at 1:20 p.m. on Thursday October 2, 2014 with a quorum present.

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1. **Library Board Meeting Format**. President Gurda led a discussion on the method of conducting Trustee meetings. The regular Board meetings are held nine times a year. There are fourteen scheduled committee meetings per year, with additional meetings scheduled as needed, for the five standing committees. Ad-hoc committee meetings are also scheduled to take up special issues such as Bylaws or the Investment Policy revisions. Each Committee member was asked to express their views on the current format. It was noted that currently the committee reports are reviewed, updates on library operations are given progress on initiatives are presented, and statistics are reported. Issues raised included: the meetings run long, quorum issues, participation by teleconference, and lack of strategizing. The Committee agreed that an agenda that stimulates innovative and creative discussion would be beneficial. It was suggested that, annually, the Board address one or two community topics that the library is poised to undertake.
   The idea of using a consent agenda was brought forward. Director Kiely explained that a consent agenda is a meeting practice which packages routine committee reports, Board meeting minutes, and other non-controversial items not requiring discussion or independent action as one agenda item. She added that she looks to the Board for guidance on issues whether it is the annual budget or the latest System and Resource Library Administrators' Association of Wisconsin (SRLAAW) study. President Gurda noted that it is the Director's decision to decide at what stage of forming a library policy or setting a direction, the Board gets involved. Trustee Prince stated that the role and responsibility of the standing Committees is to work with the Director on issues and then report to the full Board. The Committee discussed opening the regular meetings up with an educational item on library resources. President Gurda will discuss moving forward with a consent agenda to the full Board at its regular meeting on October 28, 2014. The 2015 Board meeting schedule will be issued in November. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees Executive Committee meeting of October 2, 2014 was adjourned at 2:10 p.m.

MILWAUKEE
PUBLIC LIBRARY

October 21, 2014

To: Milwaukee Public Library Board of Trustees

Fr: Paula A. Kiely, Library Director

Re: 2015 Trust Fund and Gift Fund Expenditure Request

Approval is requested to expend up to $284,418 from the Milwaukee Public Library Trust and Gift Funds for operational support during 2015.

TRUST FUND

$ 87,718	Unrestricted – staff training, public program support, marketing and promotion, and collection materials. (Based on 4% of the average unrestricted fund value of the last 12 quarters.)
$ 66,700	Restricted – $1,200 from Goldstein fund supports staff development for Wisconsin Talking Book and Braille Library staff; $50,000 from Strehlow Fund supports Senior/children's services; $15,500 from Hunkle Fund supports Art books, etc.
$154,418	Total Trust Fund Expenditure Request

GIFT FUND

$130,000	Wisconsin Talking Book and Braille Fund to be leveraged to serve WTBBL patrons and the wider audience who use alternative formats and special software: $50,000 – Computers and specialized software; $60,000 – Large print and audio books; $20,000 – Marketing.
$130,000	Total Gift Fund Expenditure Request
$284,418	**Total Trust and Gift Fund Expenditure Request**

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

TRUST FUND RECAP (JPMorgan Chase)

Date	Receipts	Earnings	Expenditures	(Market Value) Fund Balance	Fund Balance Less Restricted	Board Authorized $'s	Authorized $'s/ Avg.Last (12) Qtrs. Total Fund Balance	4% Allocation Avg.Last (12) Qtrs. Total Fund Balance
3/31/2004	$ 13,774.69	$ 58,977.04	$ 1,255.02	$ 2,536,293.65				
6/30/2004		$ (3,763.89)	$ 7,669.47	$ 2,524,860.29				
9/30/2004		$ 12,961.43	$ 4,084.63	$ 2,533,737.09				
12/31/2004		$ 136,494.15	$ 172,237.14	$ 2,497,994.10		$ 229,000.00	9.35%	$ 97,961.34
3/31/2005	$ 16,086.00	$ (19,441.43)	$ 760.53	$ 2,493,878.14				
6/30/2005	$ 3,150.84	$ 76,214.34	$ 1,718.00	$ 2,571,525.32				
9/30/2005	$ 5,087.25	$ 68,355.57	$ 3,505.00	$ 2,641,463.14				
12/31/2005	$ 556.38	$ 37,051.02	$ 200,585.92	$ 2,478,484.62		$ 174,205.00	7.00%	$ 99,491.47
3/31/2006	$ 11,228.52	$ 69,990.96	$ 34,481.97	$ 2,525,222.13				
6/30/2006		$ (20,241.08)	$ 4,655.00	$ 2,500,326.05				
9/30/2006		$ 79,362.23	$ -	$ 2,579,688.28				
12/31/2006	$ 11,138.29	$ 123,716.59	$ 147,194.37	$ 2,567,348.79		$ 176,000.00	6.94%	$ 101,502.74
3/31/2007		$ 46,898.91	$ 5,085.00	$ 2,609,162.70				
6/30/2007	$ 50,000.00	$ 93,458.46	$ 1,252.00	$ 2,751,369.16				
9/30/2007		$ 42,368.62	$ 253.14	$ 2,793,484.64				
12/31/2007	$ 9,356.60	$ (25,799.29)	$ 165,886.11	$ 2,611,155.84	$ 2,505,496.71	$ 200,000.00	7.71%	$ 103,743.70
3/31/2008		$ (155,361.43)	$ 1,004.42	$ 2,454,789.99	$ 2,349,130.86			
6/30/2008		$ (13,351.16)	$ 3,817.00	$ 2,437,621.83	$ 2,331,962.70			
9/30/2008		$ (197,374.02)	$ 575.00	$ 2,239,672.81	$ 2,134,013.68			
12/31/2008	$ 12,686.98	$ (245,297.39)	$ 190,806.61	$ 1,816,255.79	$ 1,703,641.30	$ 144,000.00	5.78%	$ 99,620.33
3/31/2009		$ (78,272.99)	$ 1,190.00	$ 1,736,792.80	$ 1,624,178.31			
6/30/2009		$ 139,531.08	$ 3,850.00	$ 1,872,473.88	$ 1,759,859.39			
9/30/2009		$ 152,000.16	$ 130.59	$ 2,024,343.45	$ 1,911,728.96			
12/31/2009	$ 52,292.38	$ 64,729.47	$ 140,405.78	$ 2,000,959.52	$ 1,892,560.45	$ 95,000.00	4.17%	$ 91,160.27
3/31/2010	$ 4,080.59	$ 57,112.70	$ 1,440.93	$ 2,060,711.88	$ 1,952,312.81			
6/30/2010	$ 184,342.45	$ (95,954.69)	$ 4,468.87	$ 2,144,630.77	$ 1,851,889.25			
9/30/2010		$ 155,807.97	$ 2,121.09	$ 2,298,317.65	$ 2,005,576.13			
12/30/2010	$ 59,638.65	$ 116,626.22	$ 281,125.36	$ 2,193,457.16	$ 2,098,539.80	$ 118,000.00	5.60%	$ 84,266.76
3/31/2011	$ 1,235.68	$ 62,337.60	$ 4,141.86	$ 2,252,888.58	$ 2,157,971.22			
6/30/2011		$ 18,255.32	$ 8,584.27	$ 2,262,559.63	$ 2,167,642.27			
9/30/2011		$ (198,161.76)	$ 4,375.09	$ 2,060,022.78	$ 1,965,105.42			
12/31/2011	$ 10,176.00	$ 110,059.33	$ 107,761.32	$ 2,072,496.79	$ 1,999,829.95	$ 92,740.00	4.46%	$ 83,265.52
3/31/2012		$ 137,967.81	$ 3,350.20	$ 2,207,114.40	$ 2,134,447.56			
6/30/2012		$ (46,947.91)	$ 8,386.77	$ 2,151,779.72	$ 2,079,112.88			
9/30/2012		$ 74,657.32	$ 3,443.07	$ 2,222,993.97	$ 2,150,327.13			
12/31/2012	$ 60,576.00	$ 17,517.55	$ 94,151.86	$ 2,206,935.66	$ 2,088,078.49	$ 97,518.00	4.48%	$ 87,113.03
3/31/2013		$ 90,679.91	$ 3,587.36	$ 2,294,028.21	$ 2,175,171.04			
6/30/2013		$ 1,220.91	$ 7,830.69	$ 2,287,418.43	$ 2,168,561.26			
9/30/2013		$ 104,007.45	$ 3,590.85	$ 2,387,835.03	$ 2,268,977.86			
12/31/2013	$ 10,281.20	$ 95,917.94	$ 152,383.75	$ 2,341,650.42	$ 2,226,428.74	$ 96,846.00	4.34%	$ 89,159.08
3/31/2014	$ 56,149.75	$ 21,997.73	$ 3,648.89	$ 2,416,149.01	$ 2,300,927.33			
6/30/2014		$ 87,943.97	$ 4,637.16	$ 2,499,455.82	$ 2,384,234.14			
9/30/2014	$ 997.40	$ (37,347.91)	$ 8,616.90	$ 2,454,488.41	$ 2,339,266.73		*	**$ 87,717.88**
12/31/2014							*4% of Unrestricted Fund Balances Only	

Milwaukee Public Library Trust Fund
Restricted Funds - JPMorgan Chase
December 31, 2012 - December 31, 2016

	12/31/2011 Balances	2012 Additions	2012 Expenditures	12/31/2012 Balances	2013 Additions	2013 Expenditures	12/31/2013 Balances	2014 Estimated Additions	2014 Authorized Expenditures	Estimated 12/31/2014 Balances	2015 Additions	2015 Expenditures	12/31/2015 Balances	2016 Additions	2016 Expenditures	12/31/2016 Balances
Danziger (large print books)	1,872.19	-	(1,799.70)	72.49	-	(72.49)	-	-	-	-	-	-	-	-	-	-
Strehlow (programs to support reading for children and seniors)	-	50,000.00	-	50,000.00	-	-	50,000.00	-	-	50,000.00	-	-	50,000.00	-	-	50,000.00
Goldstein (blind & physically handicapped staff development & training)	4,168.25	-	(688.16)	3,480.09	-	(84.94)	3,395.15	-	(2,000.00)	1,395.15	-	-	1,395.15	-	-	1,395.15
Hunkel (insurance industry publications; books or equipment pertaining to art, travel, literature or music)	66,626.40	10,576.00	(11,897.81)	65,304.59	10,281.20	(13,759.26)	61,826.53	10,500.00	(10,000.00)	62,326.53	-	-	62,326.53	-	-	62,326.53
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	72,666.84	60,576.00	(14,385.67)	118,857.17	10,281.20	(13,916.69)	115,221.68	10,500.00	(12,000.00)	113,721.68	-	-	113,721.68	-	-	113,721.68

MPL

Milwaukee Public Library
2015 Proposed Public Service Hours[1]

Central Library

			Art and Humanities Rooms	
Monday	12 p.m. – 8 p.m.		Monday	12 p.m. – 8 p.m.
Tuesday	9 a.m. – 8 p.m.		Tuesday	9 a.m. – 4 p.m.
Wednesday	9 a.m. – 6 p.m.		Wednesday	9 a.m. – 4 p.m.
Thursday	9 a.m. – 6 p.m.		Thursday	9 a.m. – 4 p.m.
Friday	9 a.m. – 6 p.m.		Friday	9 a.m. – 4 p.m.
Saturday	9 a.m. – 5 p.m.		Saturday	9 a.m. – 4 p.m.
54 hrs/wk, same as 2014			***43 hrs/wk, same as 2014***	

Drive-Up at Central Library

Monday	7:30 a.m. – 6 p.m.
Tuesday	7:30 a.m. – 6 p.m.
Wednesday	7:30 a.m. – 6 p.m.
Thursday	7:30 a.m. – 6 p.m.
Friday	7:30 a.m. – 6 p.m.
Saturday	9 a.m. – 5 p.m.

60.5 hrs/wk, same as 2014

Branch Libraries

M.L. King, Mill Road, Tippecanoe			Atkinson, Capitol, Forest Home	
Monday	12 p.m. – 8 p.m.		Monday	12 p.m. – 8 p.m.
Tuesday	12 p.m. – 8 p.m.		Tuesday	12 p.m. – 8 p.m.
Wednesday	12 p.m. – 8 p.m.		Wednesday	12 p.m. – 8 p.m.
Thursday	10 a.m. – 6 p.m.		Thursday	10 a.m. – 6 p.m.
Friday	10 a.m. – 6 p.m.		Friday	**Closed**
Saturday	**Closed**		Saturday	10 a.m. – 5 p.m.
40 hrs/wk, same as 2014			***39 hrs/wk, same as 2014***	

Bay View, East, Villard Square, Washington Park, Zablocki			Center Street	
Monday	10 a.m. – 8 p.m.		Monday	9 a.m. – 8 p.m.
Tuesday	12 p.m. – 8 p.m.		Tuesday	12 p.m. – 8 p.m.
Wednesday	12 p.m. – 8 p.m.		Wednesday	12 p.m. – 8 p.m.
Thursday	10 a.m. – 6 p.m.		Thursday	10 a.m. – 6 p.m.
Friday	10 a.m. – 6 p.m.		Friday	10 a.m. – 6 p.m.
Saturday	10 a.m. – 5 p.m.		Saturday	10 a.m. – 5 p.m.
49 hrs/wk, same as 2014			***50 hrs/wk, same as 2014***	

Ready Reference: Open at 9:00 a.m. *Monday* thru Saturday
Sunday Hours: (October – April): 1 – 5 p.m. at Central, Zablocki, and Capitol Libraries
MPL Express at Silver Spring: offers service 24 hours per day

[1] Effective Monday, December 22, 2014

MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: AUGUST 31, 2014 THROUGH OCTOBER 11, 2014 *
The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Shaquan Jefferson - Library Circulation Aide - Circulation	09/08/14
Aariyon Truss - Library Circulation Aide - Circulation	09/08/14
John Fralick - Custodial Worker II - CL - Facilities & Fleet	09/15/14
John Wilson - Custodial Worker II - CL - Facilities & Fleet	09/15/14
Carlos Vega - Library Circulation Aide - Circulation	09/29/14

TEMPORARY APPOINTMENT / PROMOTION

Laura Patiño - Librarian I - Forest Home To: Librarian II / Librarian in Charge - Forest Home	09/28/14
David Sikora - Library Branch Manager - Zablocki and Forest Home To: Librarian V - YCOS and Library Branch Manager - Zablocki	09/28/14

TEMPORARY APPOINTMENT

Acklen Banks - Librarian III - Extension Services	09/26/14
Joy Kilimann - Librarian III - Extension Services	09/29/14
Nancy Torphy - Librarian III - Extension Services	10/11/14

EXPIRATION OF TEMPORARY APPOINTMENT

Kathi Gardner - Library Circulation Assistant I - Extension Services	08/26/14
Joy Kilimann - Librarian III - Extension Services	08/26/14

PROMOTION

Jennifer Hron - Librarian I to Librarian II - Tippecanoe	06/08/14
Jennifer Pahl - Librarian I to Librarian II - Subject Services	09/28/14
Elisabeth Kaune - Library Technology Specialist - Technical Services / Automation To: Librarian I - Subject Services / Business, Science and Technology	09/28/14

TRANSFER

Shyanne Pitts - Library Circulation Aide - Villard Square to East	08/31/14

TRANSFER / PROMOTION TO ANOTHER CITY DEPARTMENT

Emmeline Tomtschik - Office Clerk II - WTBBL To: Office Assistant III - Assessor's Office	10/11/14

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Daniel Lee - Librarian III (3/4 time) - Subject Services - 26.5 hours	09/01/14
Manuel Cockroft - Custodial Worker II - Facilities & Fleet - 25 days	09/06/14
Kimberly Zapata - Neighborhood Library Services Assistant - Forest Home - 40.0 hours	09/08/14

Kimberly Zapata - Neighborhood Library Services Assistant - Forest Home - 80.0 hours	09/15/14
Daniel Lee - Librarian III (3/4 time) - Subject Services - 29.2 hours	09/16/14
Kimberly Zapata - Neighborhood Library Services Assistant - Forest Home - 80.0 hours	09/29/14
Daniel Lee - Librarian III (3/4 time) - Subject Services - 29.0 hours	09/30/14

RETURN FROM LEAVE OF ABSENCE

Manuel Cockroft - Custodial Worker II - Facilities & Fleet	09/03/14
Manuel Cockroft - Custodial Worker II - Facilities & Fleet	10/01/14

RETURN FROM LEAVE OF ABSENCE / TRANSFER

Zarina Mohd Shah - Librarian II - Technical Services to Center Street	10/06/14

SUSPENSION

Eric Johnson - Librarian III - Subject Services / Ready Reference - 10 work days	09/29/14
Jillian Johnson - Library Reference Assistant - Capitol - 10 work days	09/29/14
Hillary Evans - Librarian I - Atkinson - 1 work day	10/02/14
Melissa Shriver - Librarian III - Technical Services / Original Cataloging - 1 work day	10/06/14

RETURN FROM SUSPENSION

Hillary Evans - Librarian I - Atkinson	10/03/14
Melissa Shriver - Librarian III - Technical Services / Original Cataloging	10/07/14

RESIGNATION

Paul Fischer - Library Circulation Aide - WTBBL	09/11/14
Amanda Tuthill - Management Librarian - YCOS	09/12/14
Danielle Dubey - Library Circulation Aide - East	10/04/14
Kellie Nimphius - Library Circulation Assistant I - Forest Home	10/06/14
Aaron Tatum-Massey - Library Circulation Assistant I - Martin Luther King	10/10/14

TERMINATION DURING PROBATION

Gloria Makris - Librarian I - Center Street	09/16/14

RETIREMENT

Catherine Markey - Library Technician II - Technical Services / Acquisitions & Serials MPL Service Credit: 35 years 6 months 26 days	09/27/14
Irene Weist - Network Analyst Assistant - Technical Services / Automation MPL Service Credit: 22 years 4 days	09/27/14

* Includes personnel actions, recently approved by the Department of Employee Relations, that are retroactive to previous dates

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
September 30, 2014

REVENUES

	2014			2013		
	Budget	Received to date	% Received	Budget	Received to date	% Received
Additional City Appropriation	$20,792,441	$15,348,392	73.8%	$20,578,637	$15,114,198	73.4%
Fines	$350,000	$221,509	63.3%	$350,000	$232,542	66.4%
Lost Materials, etc.	$129,800	$81,662	62.9%	$136,300	$77,994	57.2%
MCFLS Contracts	$713,000	$363,815	51.0%	$791,100	$364,165	46.0%
Total City Appropriation	**$21,985,241**	**$16,015,378**	**72.8%**	**$21,856,037**	**$15,788,899**	**72.2%**

EXPENSES

City

	2014			2013		
	Budget	Spent to date	% Spent	Budget	Spent to date	% Spent
Salaries	$11,736,357	$8,993,276	76.6%	$11,857,467	$8,782,381	74.1%
Fringe Benefits	$5,516,088	$4,030,264	73.1%	$5,601,547	$4,144,710	74.0%
Operating Expenses						
General Office Expense	$171,158	$70,575	41.2%	$164,850	$54,313	32.9%
Tools & Machinery Parts	$26,100	$21,161	81.1%	$26,100	$21,347	81.8%
Construction Supplies	$40,900	$20,492	50.1%	$40,900	$18,471	45.2%
Energy	$743,658	$495,014	66.6%	$713,185	$473,175	66.3%
Other Operating Supplies	$262,246	$163,084	62.2%	$321,860	$205,242	63.8%
Vehicle Rental	$8,300	$5,444	65.6%	$8,300	$3,477	41.9%
Non-Vehicle Equipment Rental	$31,800	$20,610	64.8%	$31,300	$18,541	59.2%
Professional Services	$59,000	$70,107	118.8%	$81,487	$80,482	98.8%
Information Technology Services	$295,000	$220,402	74.7%	$201,000	$224,888	111.9%
Property Services	$971,862	$557,106	57.3%	$809,769	$400,399	49.4%
Infrastructure Services	$26,000	$21,570	83.0%	$26,000	$21,680	83.4%
Vehicle Repair Services	$500	$2,686	537.2%	$500	$226	45.2%
Other Operating Services	$137,212	$103,181	75.2%	$125,500	$94,527	75.3%
Reimburse Other Departments	$76,900	$26,670	34.7%	$76,900	$4,470	5.8%
Total	**$2,850,636**	**$1,798,102**	**63.1%**	**$2,627,651**	**$1,621,238**	**61.7%**
Equipment						
Library Materials	$1,566,653	$1,094,993	69.9%	$1,543,864	$1,090,182	70.6%
Computers, etc.	$256,110	$66,633	26.0%	$200,500	$137,015	68.3%
Other	$59,397	$32,110	54.1%	$25,008	$13,373	53.5%
Total	**$1,882,160**	**$1,193,736**	**63.4%**	**$1,769,372**	**$1,240,570**	**70.1%**
Total City Expenses	**$21,985,241**	**$16,015,378**	**72.8%**	**$21,856,037**	**$15,788,899**	**72.2%**

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
September 30, 2014

ADDITIONAL FUNDING SOURCES

	2014			2013		
	Budget	Spent to date	% Spent	Budget	Spent to date	% Spent
Other Dept. Appr.						
Villard Square Lease	$13,182	$13,182	100.0%	$13,182	$13,182	0.0%
Contract Grants						
Teacher in the Library	$100,000	$54,605	54.6%	$200,228	$94,573	47.2%
WTBBL	$968,700	$253,121	26.1%	$968,700	$234,896	24.2%
ILS	$84,690	$19,341	22.8%	$84,690	$18,491	21.8%
Total	**$1,153,390**	**$327,067**	**28.4%**	**$1,253,618**	**$347,960**	**27.8%**
Trust Fund						
Materials	$53,846	$42,242	78.4%	$56,150	$48,594	86.5%
Programming	$23,500	$14,951	63.6%	$21,500	$12,357	57.5%
Training	$7,500	$6,172	82.3%	$7,368	$4,692	63.7%
Marketing	$11,000	$10,047	91.3%	$11,000	$2,499	22.7%
Contingency	$1,000	$645	64.5%	$1,500	$664	44.3%
Total	**$96,846**	**$74,057**	**76.5%**	**$97,518**	**$68,806**	**70.6%**
Foundation Funds						
	Balance	Spent to date	% Spent	Balance	Spent to date	% Spent
Materials	$409,975	$158,560	38.7%	$322,001	$207,862	64.6%
Programming	$401,332	$275,627	68.7%	$255,683	$170,593	66.7%
Total	**$811,307**	**$434,187**	**53.5%**	**$577,684**	**$378,455**	**65.5%**

Director's Report
September / October 2014

Early fall is a busy season at the library, and this year has proven to be no different. The 2015 budget process required individual meetings with Common Council members, attendance at the Joint Public Hearing, and an appearance before the Finance and Personnel Committee. Additional meetings were held with Alderwoman Coggs and selected Aldermen to discuss the Branch Redevelopment Program. Related to this, I met with Polly Morris from the Milwaukee Arts Board to discuss funding and management of future public art projects. I also oversaw the installation of the public art at the East branch and staff worked closely with the architects and contractor on the build out. In addition, we opened the library's first Express Library on October 2 to great fanfare and media coverage.

My community activities included attending the inauguration of Mike Lovell as President of Marquette University with Deputy Director Joan Johnson and attending the Michelle Alexander Lecture at MATC. Librarian Heather Smith facilitated a discussion about Dr. Alexander's book, the New Jim Crow, with a group from the Downtown Rotary Staff. I worked with Foundation Executive Director Ryan Daniels and his staff to prepare for the Benjamin Franklin Award Celebration. Ryan and I also attended a meeting with Board members at the Greater Milwaukee Foundation to learn about investment opportunities and services.

Outreach

Taste of Milwaukee. Central Library Circulation Assistant Tiffany Goggins and Washington Park Branch Manager Tony Frausto attended the "Taste of Milwaukee" which was an event held for Marquette University students. There were various groups and businesses represented. MPL staff promoted library services such as Zinio and Freegal. A laptop was on hand to register 31 students.

Westown Market. Librarians Eric Johnson (Ready Reference) and Jennifer Heidel (Humanities and Archives) staffed a library table at the Westown Market on September 3. They talked to 50 people with patrons interested in volunteering as tutors, and learning about our programs and resources. Many of the questions were varied, but we were able to use the MiFY connection to show a few patrons things on our website, such as where the list for overdue fines are, how to access Value Line and the Event Calendar, to name a few.

Outreach at Safety Meeting. Washington Park Branch Manager Tony Frausto attended a Washington Park Community Safety meeting held at the United Methodist Children's Services office. Attending were Milwaukee Police Department (MPD), Safe and Sound, Washington Park Partners (WPP), and members of the Washington Park neighborhood. MPD discussed crime reports and focused on efforts to curb illegal activity in the area. WPP announced it had funds for small events, such as neighborhood ice cream socials, and various improvement projects. Community members gave updates on happenings in their area. Tony provided information on the assistance for job seekers at MPL libraries including the job centers held weekly

Night Market. The MPL table at NEWaukee's increasingly popular Night Market had 83 visitors on September 17. Event & Programming Librarian Kristina Gomez and Business, Technology, Science & Periodicals Librarian Mary Lou Klecha shared information on upcoming events, collection highlights and how anyone with a library card can access free ebooks, music and magazines through the library's subscription services.

Milwaukee Legal Resource Center. Constance Behrens-Huffstetter, government documents librarian, attended the grand opening of the new offices of the Milwaukee Legal Resource Center (MLRC) on September 15. For the last year, Milwaukee Public Library and the MLRC have partnered on offering training which benefits the general public and counts as continuing education credit for legal professionals in Milwaukee.

Wisconsin Library Services. On September 22, Villard Square Branch hosted Director Stef Morrill and Community Liaison/Service Specialist Bruce Smith from Wisconsin Library Services (WiLS) as they met with approximately 40 librarians from all different types of libraries located in the southeast corner of the state. The main topic of discussion was "Raising the Visibility of the Library in your Community." Attendees gathered into small groups to discuss the issue, using guidelines prepared by Ms. Morrill, and each group reported out to the entire audience. The next activity was to share challenges and successes at our libraries. This was followed by a presentation of WiLS' annual report. The event concluded with a tour of Villard Square, led by Branch Manager Rachel Collins.

Programs / Events

South Africa Students. Twenty-two students and four staff members from the University of Pretoria in South Africa visited the Central Library on September 24 for a staff overview of MPL and our services. They were engaged with a digitization project presentation by Arts and Media Librarian Maria Cunningham-Benn. They also had a Green Roof Tour with Arts and Media Librarian Kathleen Vandenboom-Hurley. Deputy Director Joan Johnson welcomed them to the library and presented an overview of the library system. Wisconsin Talking Book and Braille Librarian Becky Manz provided a presentation and tour of the WTBBL services. Humanities Manager Kirsten Thompson welcomed them and gave them an overview of her career path. This is the fourth year of the South African students visit and is a mutually beneficial program.

Harvest Fest. The 2014 Harvest Fest celebration at the Central Library had an estimated attendance of 875 people. Families participated in a variety of activities including cookie and pumpkin decorating, interacting with small mammals from Hoffer's Tropical Pets, and dancing along to Fox and Branch and Pint Size Polka. Our library apple orchard and story nook featured activities designed to share early literacy messages with families with very young children. Harvest Fest celebrations continue in each of the branch libraries during the month of October.

Krug Rare Books Room Spotlight Program. Blues Photographer Leanne Parshalle spoke to 17 enthusiastic people last night about her experiences with taking photographs and interviewing musicians at blues festivals and concerts. She had some interesting stories to share and was very happy for the opportunity to both give the talk and also to have a venue for her photographs, which are on display in the Koehler case area through November 9. The library took the opportunity to put out the new boxed set of Paramount Records recordings that feature blues from 1917-1932. The set of books and vinyl records also included an MP3 USB stick which allowed us to easily play some of the 800 songs both before and after the talk. Attendees gathered near her exhibit after they had a chance to look at the boxed set.

J. F. Riordan Author Talk. Author J. F. Riordan visited Central Library to talk about her debut novel, "North of the Tension Line." Ms. Riordan was introduced by Wisconsin Policy Institute President Mike Nichols, to an audience of 34 enthusiastic readers on September 29. Ms. Riordan spoke about her writing process and what drew her to Washington Island as the setting for her novel. The library partnered with Boswell Books for the event.

MPL Express at Silver Spring. On Thursday, October 2nd, MPL opened our first 24-hour, automated library - MPL Express at Silver Spring. The new library holds up to 340 items and uses "vending" technology to dispense and return items. MPL is among the first in the nation to install this type of express model. It was made possible through a partnership with the Housing Authority of the City of Milwaukee.

City and library officials including Mayor Tom Barrett, Board President John Gurda and Housing Authority Director Tony Perez as well as more than 100 community members gathered for a brief program and a ribbon-cutting ceremony at the library site adjacent to the newly transformed Westlawn Gardens neighborhood. Resident Council President Jackie Burrell and her foster daughter checked out the first materials followed by Mayor Tom Barrett. Information about the library and the opening was shared on every major news station during multiple newscasts, public and talk radio, in the Milwaukee Journal Sentinel and in community papers and online news services.

During the first two weeks, library staff were available Tuesdays, Wednesdays and Thursdays from 9:00 am - 4:00 pm to provide community demonstrations and assist new users. They have reported we are averaging 38 transactions/day - this includes both checkouts and returns. We anticipate continued growth in this number; however, we also know anticipate declines during the colder weather months of the year. Staff will continue to be on site through October.

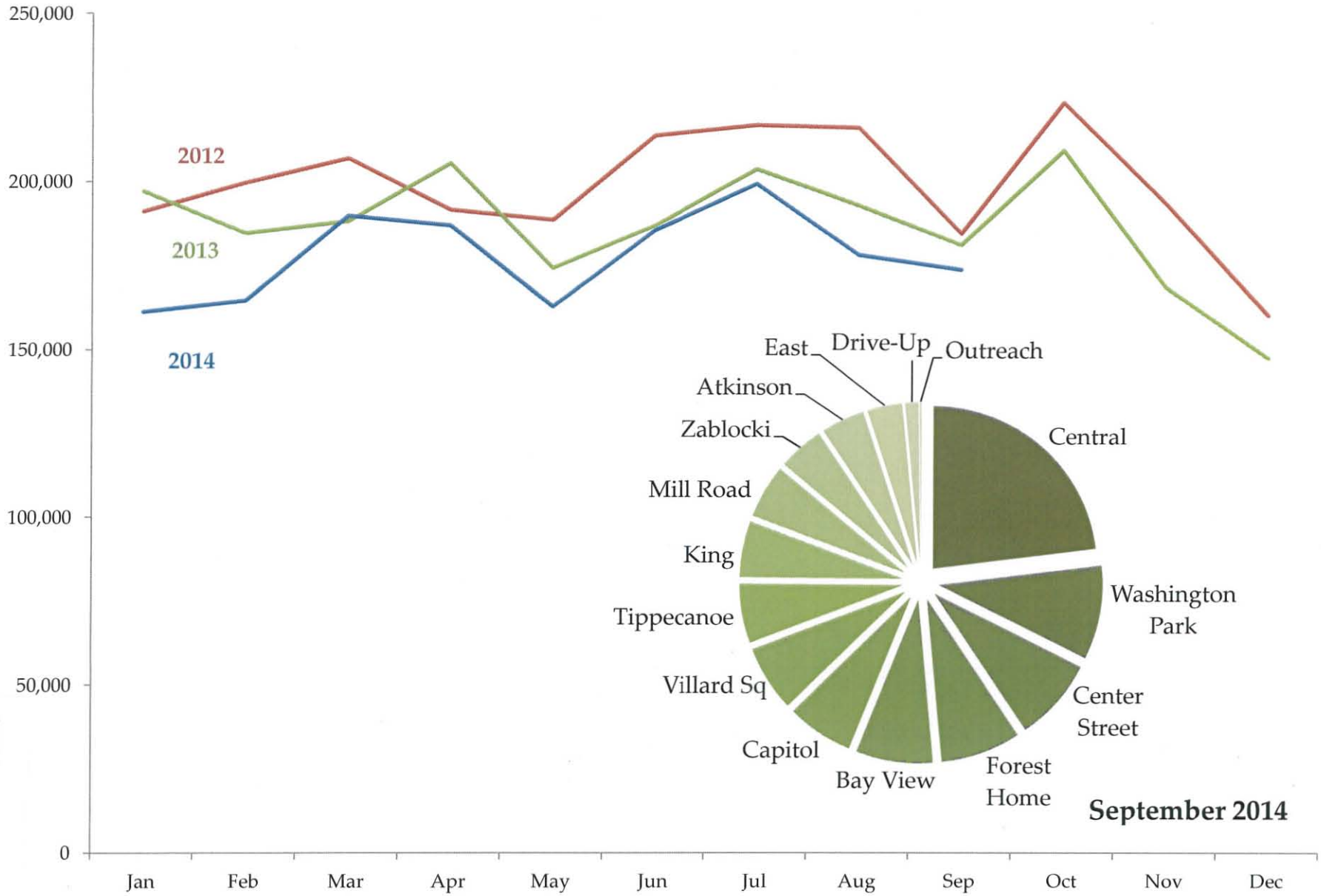
Exhibit

Henry David Thoreau: A Special Exhibit. A special exhibit featuring rare first editions of Henry David Thoreau is now on display on Central Library's second floor through October 20. The library is cross promoting the exhibit with the Marquette Center for Peacemaking program, "The Life and Legacy of Henry David Thoreau" scheduled for October 25.

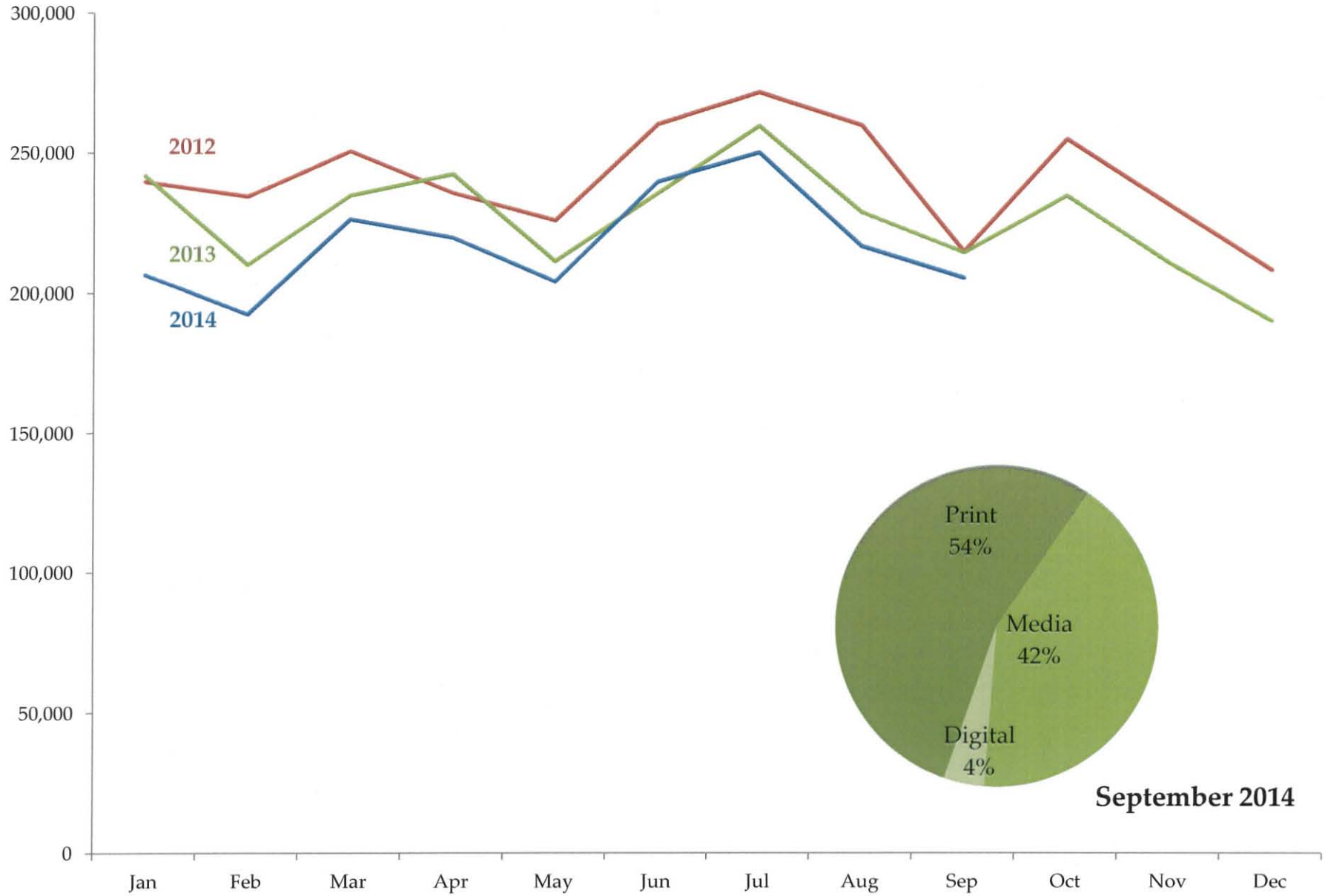
Staff

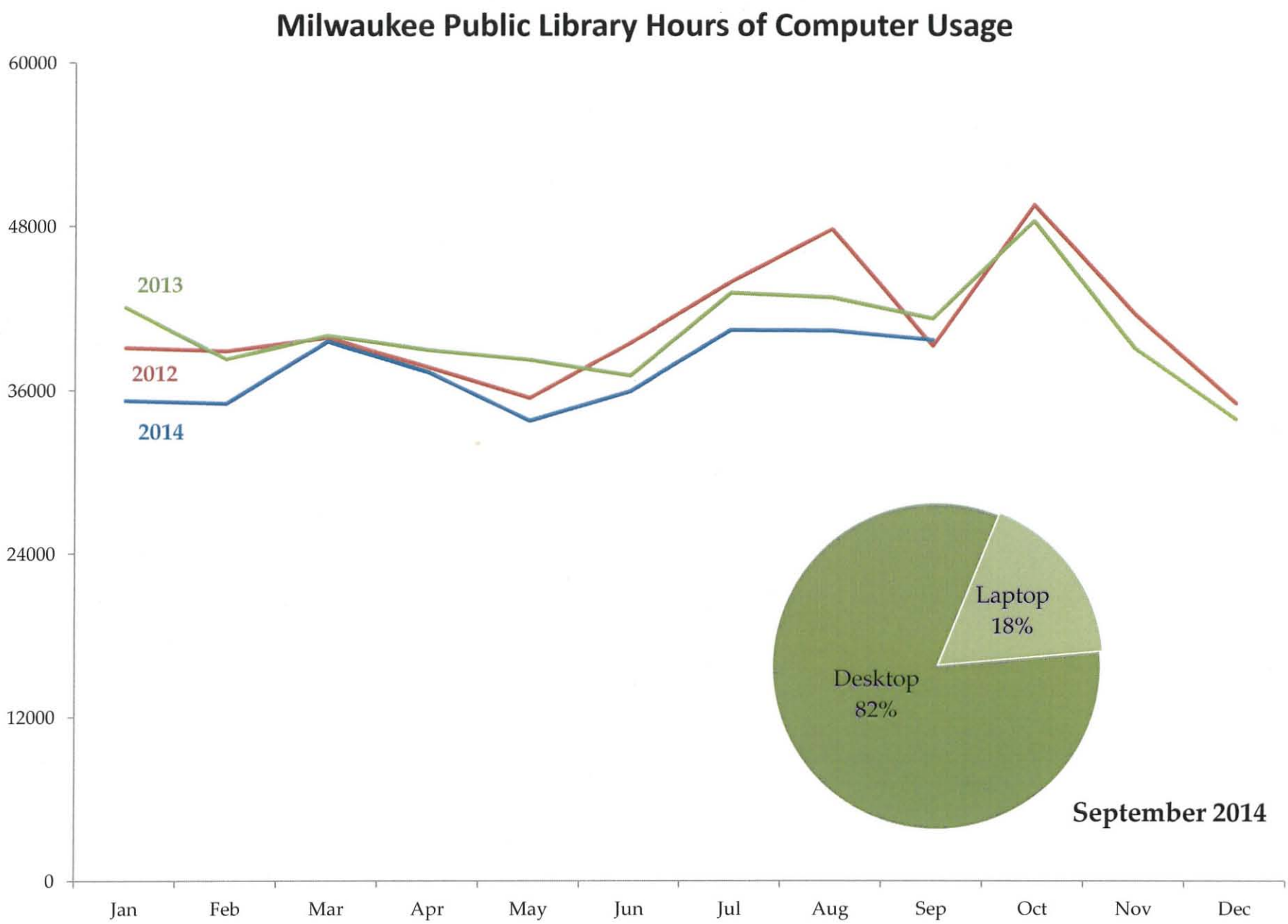
Federal Depository. MPL staff from Humanities, Serials and Circulation staff met with the Government Printing Office via teleconference to determine if MPL is in compliance as a Library. After an hour and a half of interviews, MPL was deemed to be in compliance with the Federal program and received special recognition for the Federal Resources section on the new website. MPL physically houses three million Federal documents dating back to the 19th century as well as many additional documents online. The last GPO review of MPL was in 1999.

Milwaukee Public Library Visits



Milwaukee Public Library Circulation




Milwaukee Public Library Hours of Computer Usage
60000
48000
36000
24000
12000
0
2013
2012
2014
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Laptop
18%
Desktop
82%
September 2014

Milwaukee Public Library
Computer, Internet, and Electronic Statistics
September, 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
	78,921	87,678	-10.0%	771,245	804,344	-4.1%

Database Hits*						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date **	Previous Year to Date	% Increase or Decrease
	3,069	3,556	-13.7%	29,593	40,277	-26.5%
		38.3% In-library 61.7% Remote			33.7% In-library 66.3% 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	5,752	4,639	24.0%	55,020	41,084	33.9%
Audiobooks	2,598	1,988	30.7%	22,892	16,288	40.5%

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
	1,971	2,248	-12%	17,370	21,461	-19%

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
	41,355	38,765	6.7%	377,434	362,414	4.1%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	13,224	12,017	10.0%	115,247	110,014	4.8%
Atkinson	714	568	25.7%	6,803	5,852	16.3%
Bay View	3,027	2,755	9.9%	25,632	25,416	0.9%
Capitol	2,587	2,265	14.2%	22,123	20,749	6.6%
Center Street	976	940	3.8%	8,837	8,143	8.5%
East	1,176	1,140	3.2%	10,450	14,367	-27.3%
Forest Home	1,002	776	29.1%	8,332	7,013	18.8%
Martin Luther King	861	642	34.1%	6,488	6,094	6.5%
Mill Road	1,240	1,136	9.2%	9,322	8,820	5.7%
Tippecanoe	1,908	1,369	39.4%	13,893	12,702	9.4%
Villard Square	919	704	30.5%	7,000	6,482	8.0%
Washington Park	1,193	924	29.1%	9,690	8,603	12.6%
Zablocki	0	2,059	-100.0%	16,914	18,060	-6.4%
YCOS--Outreach	36	326	-89.0%	1,167	2,639	-55.8%
TOTAL	28,863	27,621	4.5%	261,898	254,954	2.7%

*Effective June 2014, the method for tracking database use has changed from Cold Fusion to Google Analytics.
**No count for April & May 2014.