



**Irvin L. Young Memorial Library
431 W Center St
Whitewater WI 53190
Board of Trustees Regular Meeting
Community Room
Monday, February 19, 2018, 6:30 pm**

1. Call to Order by President Hartwick at 6:30pm

Present: Julie Caldwell, Anne Hartwick, Richard Helmick, Cory Peppler, Jim Winship,
Teresa Golembiewski (1st Alternate), and Jaime Weigel (2nd Alternate)

Absent: Brienne Diebolt-Brown, Chris Grady

Staff: Diane Jaroch, Deana Rolfsmeyer, Claire Kinder-Tidwell

2. Consent Agenda

- a) Approval of minutes of the January 15, 2018 regular meeting*
- b) Acknowledgement of receipt of financial reports for January 2018*
- c) Approval of payment of invoices for January 2018*
- d) Acknowledgment of receipt of statistical report for January 2018*
- e) Acknowledgment of receipt of treasurer's reports for January 2018*

MSC Winship/Helmick to approve the consent agenda as presented

Ayes: Caldwell, Hartwick, Helmick, Peppler, Winship, Golembiewski, Weigel

Nays: None

MSC Winship/Caldwell to carry over discussion of Library Special Revenue Fund
balance sheet of January 31st, 2018 until March Trustee meeting

(Brienne Diebolt-Brown arrived at 6:35pm)

3. Hearing of Citizen Comments

- a) No comments made

4. Old Business

- a) Library Building Expansion Project ~ Discussion
 1. Need for Marketing Committee to meet and set up meeting with Cameron Clapper
 2. Concern was expressed about the length of time the renovation is taking and the amount of turnover of trustees and city personnel since discussion began years ago.
 3. Suggestion was made for the appointment of a project manager to expedite the process and keep momentum going.
 4. Questions raised about the status of the tax credits secured by Troy Hoekstra (developer)
 5. The Marketing Committee was charged with addressing some of these concerns at their next meeting.



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- b) Council and Community Communications ~ Discussion
 - 1. Lunsford indicated previously that she will be presenting the state annual report at the March 6 council meeting.
- 5. New Business
 - a) Review of the state annual report ~ Action
 - 1. Report was submitted on Feb 15, awaiting approval from system library director. Once approved, board president will sign for board approval.
 - 2. No issues or concerns were expressed by trustees

(Julie Caldwell left the meeting at 6:50pm)

MSC Winship/Diebolt-Brown to approve the Wisconsin Public Library Annual Report as submitted

Ayes: Diebolt-Brown, Hartwick, Helmick, Peppler, Winship, Golembiewski, Weigel

Nays: None

- b) Teacher Packs policy ~ Action
 - 1. Deana Rolfsmeyer explained the procedure for “Teacher Packs” which are designed to offer service to the schools, providing materials to supplement a teacher’s curriculum.
 - 2. Questions were asked about selection procedures, age-appropriateness, copyright issues, and ultimate responsibility for damage and loss.

MSC Helmick/Peppler to approve the creation of a Teacher Packs policy as presented

Ayes: Diebolt-Brown, Hartwick, Helmick, Peppler, Winship, Golembiewski, Weigel

Nays: None

- 6. Staff & Board Reports
 - a) Director’s Report (see attached)
 - b) Adult Services Report (see attached)
 - c) Youth Educational Services Report (see attached)
 - d) Programming & Makerspace Librarian Report (see attached)
 - e) Board member reports



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1. Trustee webinar report: Turning Your Library Board Into an Effective Team ~ Anne Hartwick (notes attached)
2. Schedule webinar reports for March meeting: Jim Winship, *Every Day Advocacy*; Cory Pepler, *Status of PLSR*; and Brienne Diebolt-Brown, *Engaging Your Board, Staff, and Community in Strategic Planning*

7. Board member requests for future agenda items
 - a) None

8. Confirmation of next meeting on March 19, 2018, 6:30 pm

9. Meeting adjourned at 7:27pm

Respectfully submitted,

Cory Pepler
Secretary/School District Representative

DIRECTOR'S REPORT

February 19, 2018

I. ADMINISTRATION

- a. Eight work orders were sent out in the month of January. The only one that remains unresolved is a broken public laptop.
 - i. Two for the family restroom toilet
 - ii. One for a blocked gutter spilling water down on to the south entrance walkway
 - iii. One for an empty soap dispenser in the staff restroom
 - iv. One reporting snow blocking the handicapped parking spot on Center Street.
 - v. Two related to public laptops and printing
 - vi. One reporting the handicapped door button at the south entrance was frozen.

II. BUDGET

- a. The Finance Director and I discussed final corrections to the 2017 financials in anticipation of completing the state annual report.

III. PERSONNEL

- a. Diane and I completed performance evaluations for all staff and submitted them to the HR Coordinator.

IV. LIBRARY COLLECTION

- a. Staff continue to work through the 2018 weeding lists for each area of the collection.

V. PUBLIC AND COMMUNITY RELATIONS

- a. We have been tracking the impact of the various media we use to market the library's services. Over the past year, we have had people respond to surveys at events letting us know how they heard about that event.
 - i. 39 heard about it through word of mouth or at another event they attended
 - ii. 36 saw it on Facebook; we have 836 followers.
 - iii. 30 saw it on flyers
 - iv. 19 saw it on the library's webpage
 - v. 8 people saw it in our library catalog community calendar
 - vi. 4 people saw it on our paper calendar
 - vii. 4 people saw it in our e-newsletter; we have 111 subscribers, fewer than half ever open it.
 - viii. 3 people saw it in the Banner
 - ix. 1 person saw it in the Whitewater Register
 - x. 1 person saw it in the Daily Union
 - xi. No one sees it on our TV display

DIRECTOR'S REPORT

February 19, 2018

- xii. No one sees it on our Twitter feed; 99% of our followers are other libraries or publishing/book-related/government people, not Whitewater residents.

We are changing our efforts to reflect where they are most effective.

- i. We will be adding sub-pages to our Facebook page to target specific demographics
- ii. We will continue to send a weekly column to the Whitewater Register with a list of upcoming events.
- iii. We will send the list of upcoming events to the Whitewater Banner as well as flyers for events
- iv. We have changed the format for the TV display and we will be running it on the TV in the community room during other events
- v. We will be eliminating our entries on the library catalog community events page
- vi. We will be eliminating our weekly press releases
- vii. We will close our Twitter account
- viii. We will be eliminating the weekly e-newsletter

VI. LIBRARY BOARD RELATIONS

- a. None

VII. LIAISON RESPONSIBILITY WITH CITY, STATE, COUNTY, AND SYSTEM GROUPS

- a. I participated in the annual CVMIC Work Plan meeting with the rest of the City department heads. Staff will be repeating Sexual Harassment training and Blood borne Pathogen training as part of our regular required calendar of training events. Staff will also be participating in a Distracted Driving training later in the year.

VIII. PROFESSIONAL DEVELOPMENT

- a. I attended two webinars on Wednesday, January 24 through the Wild Wisconsin Winter Web Conference developed by the Nicolet Federated Library System.
 - i. The first was on developing dynamic leadership for your library. The presenter focused on five areas: accountability and expectations, failure, initiative and creativity, narrative of the library, and communication. Some takeaway points were to not only share my expectations with staff but to ask them what their expectations are of me on a regular basis; the difference between

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abject failure and CVP failure (common, version, predicted); to allow ideas to evolve; to strive to allow our library to be its own best version of itself rather than focusing on how we compare to other libraries; and to create the environment that I want to lead from within.

- ii. The second webinar was on introverts and how quiet people can also be excellent leaders. It mostly focused on the Myers-Briggs personality types and described the introverted types' leadership styles. There was about 20 minutes of Q & A.

Adult Services Report for the Month of January 2018

Two people attended the monthly book group What Are You Reading on January 9th.

Thirteen people participated in the Maker Monday workshop on January 15th. This month we created herb gardens from recycled tin cans, and used the heirloom herb seeds from our seed library. We had quite a few new faces attending the program. Exactly one week after planting the cilantro seeds I had herb sprouts in my recycled planter!

The Narcan training provided by the Jefferson County Drug Free Coalition on January 29th was a success. Thirty-two people attended the workshop. The adults in attendance who wished to receive a dose of the nasal Naloxone to take home with them, were able to do so after signing a sheet indicating they had been properly trained. The Narcan training is being offered by other libraries in Jefferson County through the month of March.

Meetings/Workshops Attended:

January 12-22, Staff Annual Evaluations

January 15, Library Board Meeting

January 23-24, Wild WI Winter Web Conference

January 26, Whitewater Leads Planning Workshop

I attended two webinars during the Wild WI Winter Web Conference. The first webinar I attended was "Best of the Web 2018 (Tech Trends)". The presenter, Richard Byrne, Author of Free Technology for Teachers in Portland, ME, reviews hundreds of apps and websites every year. Many of the websites were designed for classroom use, but could certainly be used in public libraries, too. Richard presented short demonstrations of some of the best apps and sites for all ages. I actually found this webinar very useful and have been trying out some of the apps he recommended. I believe my most favorite app is the one that allows you to connect your phone to a keyboard so you can use a keyboard to type your texts.

The second webinar I attended, "Tech Notes from the Field (Tech Trends)", presented by Craig Ellefson, a Computer Technician with South Central Library System in Madison, WI, was not as useful as I had hoped. He presented practical technology tips for library staff, but most of what he presented I was already familiar with from working with technology in a library setting. Many of the tips he shared were geared for libraries that did not have an IT person on staff to help them with basic computer and printer set-up and troubleshooting. If nothing else, it made me very grateful that we do have a person to handle our large scale technology issues.

Youth Educational Services Report February 2018

Meet Fernando

We had 229 participants vote for our library llama's new name. Fernando was the winner!

Winter Reading Program

We currently have 67 children and 9 teens registered for the winter reading program.

Stories at the Market

We have had 5 children participate in Stories at the Market. We have been hosting the stories in the children's department due to high traffic at the market.

Early Literacy Classes

Class attendance has been holding steady at 5-10 participants.

Pokémon Club

Hosting Pokémon Club in the children's department is encouraging exposure to the collection. One or two of our participants checked items out at the January meeting. This month we are going to use our button maker to make Pokémon Gym Badges.

Breakfast at the Big Screen

We had 17 children participate in this drive-in style program. Participants spent 30 minutes turning boxes into cars. We then watched Cars 3.

Book Boogie

We had 10 participants for January's Book Boogie. Claire and I have decided to utilize the same playlist at each program, as the kids seem more comfortable participating when they remember the music.

Simply Reports Training

I attended a reports training workshop on Monday, February 5th at the Bridges office in Waukesha.

CALL Conference

I attended the Conference about Libraries and Literacy in La Crosse on Thursday, February 1st. Sessions including advocacy strategies, community collaborative programs, and effective marketing strategies.

February 2018 Board Report

Whitewater Hogwarts Reunion

67 Registered, 38 Attended

- Low attendance may be due to the fact that that I posted that remaining tickets would be given away at 5:15pm and many people did not get off work until 6
- This measure was in place to make sure those who registered would attend; this did not seem to be the case.
- Need to devise new strategy to get people to come when they say they are.
- Everyone in attendance had a wonderful time
- Trivia was difficult, might need to add “gimmie” questions next time
- Everyone wants to have it again next year.
- Next year we might want to look at hosting it at Craveth and finding sponsors
 - Made contact with Community leader of The Order of Snitches and Witches (Now Order of the Soaring Warhawk)
- Food selection was nice, but might want to add more carb based food
- Butter Beer was a hit!
 - Recipe: Vanilla Ice Cream at the bottom of the pitcher, three shots of Whipped Cream Vodka, 1.5 shots of Butterscotch Schnapps, dash of butter extract, Top with cream soda. Add additional 2 second pour of each if not strong enough.

CALL Conference

Feb 1, 2018

- This conference was extremely beneficial. Deana and I were able to meet with librarians from all fields (Academic, public, school) and share ideas and resources on how to better out libraries and the services we offer. In several of the breakout sessions, I was able to pick up wonderful advocacy tips from Marge Loch-Waters such as having an “elevator pitch” as to what you can do for your community. Being able to tell patrons at any time what you can do for them and all the benefits a library has. She encouraged us to bring this idea back and have everyone ponder what it is they do and why they do it. We also had a session with Cole Zroslik from River Falls who had marketing tips for us such as target marketing and creating a human element when advertising. This means lots of pictures, something our library is already good at. One of the more potent messages that stuck with me from the conference was from the Key Note Michael Stephens from San Joes University who encouraged use to “work with as much chaos as we can stand”.

Super STEM Saturday: Scratch the surface with coding

Feb 3, 2018

- **Six Registered, six Attended (Yay!)**
- Children had a lot of fun playing with Scratch.
- Two of the older kids were at a more advanced level; they did have a chance to play around at their own level.
- The STEM for kids coaches knew what was going on and one particularly had fun working with kids.
- New and more relevant YouTube videos should be shown, and they should not be as long. This has been reported to STEM for Kids and as this is their first time doing things like this, they took it into consideration for next time.
- Parents were really impressed with what the kids could do.

Jam Sesh

Feb 7, 2018

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You've got a Date with Abe

Feb 13, 2018

- **10 people Attended, some did have to leave part way through**
- Kevin Wood was engaging and very well versed in Lincoln Lore.
- He engaged with the audience and never broke character despite being under the weather.
- Those who stuck through to the end were able to ask questions to President Lincoln and later of Kevin Wood which they really enjoyed.