

North Shore Library Board Meeting Minutes

Thursday, March 21, 2019

9:00 a.m.

North Shore Library Board Room

6800 N Port Washington Rd, Glendale Wi 53217

1. ROLL CALL

President Glaisner called the meeting to order at 9:00 a.m.

Present: Bartels, Fonstad, Franklin, Pierner, Rosenfeld, Schmidt, Wadzinski, Glaisner

Excused: Rindt, Shaw

Also Present: Susan Draeger-Anderson, Library Director and Alyssa Pisarski, Assistant Director

2. PUBLIC COMMENT

There was no public comment

THE NORTH SHORE LIBRARY BOARD RESERVES THE RIGHT TO TAKE "ACTION" ON ANY OF THE ITEMS LISTED BELOW.

3. CONSENT AGENDA:

Library Board Minutes: 2.21.19

Invoices: 2.27.19, 3.13.19

YTD: YTD 2019 Expenses, YTD 2019 Other Expenses, 2018-2019 FOL YTD Expenses

February NSL Update

Fonstad requested that the minutes be removed from the Consent Agenda. Motion was made by Fonstad/Pierner to accept the Consent Agenda absent the minutes. Motion carried unanimously.

Minutes were corrected concerning Fonstad's report to Fox Point Village Board and to include the letter from Mayor Bryan Kennedy. Motion was made by Fonstad/Bartels to approve the minutes with the two updates. Motion carried unanimously.

4. Friends of the Library and NSL Foundation Reports

Draeger- Anderson reported that the Friends of the Library made about \$3,300 at the March Booksale.

Foundation President, Paul Pedersen reported that he received the Library Board's resolutions from Glaisner and Draeger-Anderson. The Foundation Board has not met so he has not shared this yet. Paul stated that he believes the "bricks and mortar" issue has been resolved so that they will not have to amend the Foundation by-laws. He asked Draeger-Anderson to identify those items that would fall in to the "soft" portions of the HGA proposal. They would include items like; signage, furniture, shelving, equipment,

computers and the like. It adds up pretty quickly.

Pedersen reported that he met with three fundraising consultants and reviewed the Friends of the Footbridge contract. One of the consultants was the Executive Director of the MPL Foundation, who is a paid employee with a staff of five. Pedersen also met with professional fundraiser, Jean Gurney, who did the fundraising for Shorewood and Whitefish Bay. He also met with a third person who was a marketing consultant. All were extremely helpful as Pedersen asked them for advice. They were all a little shocked by the resolution and Mayor's letter.

Pedersen shared that Gurney reported it took 5 years to raise the funds for Shorewood and Whitefish Bay Libraries. Pedersen also reported that it took 2-3 years for the Footbridge Committee to raise \$500,000.

Pedersen stressed that he was at the Board Meeting to move forward.

Pedersen reported that all three of the consultants stressed that all four communities had to be on board and on the same page. There needs to be some document that says they are all in – a guarantee. Without that, it would be an impossible task to raise any significant funding.

Pedersen stated that the Foundation needs a drop dead date. When is this project going to happen? Before any campaign.

Pedersen stated, we need a compelling story. Not we need a remodel. How does this impact the community? Why do I want to give you money?

The cost of hiring a Fundraiser will range from \$100,000-\$200,000 to raise \$1M. Roughly 10%-20%. This is in line based on the Footbridge Consultants fee of \$45,125 to raise \$515,000. That would include Assessment, planning, Implementation, Launch and Campaign Management plus clerical. However, the Fundraising Consultant does not raise the money – that's up to us, the board, the Foundation, Friends, etc.

Pedersen stated, "What I'd like is for each of you to identify 5 people that you personally know that can write a check for \$25,000 so that we can talk with them and ask for advice on how to pursue our campaign. Maybe we can get them on the Fundraising committee.

The Library Board discussed Pedersen's comments. Wadzinski stated that the message to donors needs to be clear and concise, use best images, one sheet would be okay. Bartels shared experiences she had with fundraising and the role of a fundraiser helping to refine story, create logo, beef up donor list and coach people who are making the ask. Bartels stressed importance of having 2-3 major donors and almost half the money raised before going public with the campaign. Fonstad agreed with the need for a compelling story and names. There was discussion on if naming rights and

the Foundation's role of fundraising for FFE would be a conflict.

5. Updates from Community Trustees

Fonstad updated the Fox Point Board on the message received from Glendale and on the request from the Library Board to the Foundation.

Glaisner reported the same.

Rosenfeld – no report.

6. Director's Report

Draeger-Anderson reported that Adult Services has hired and are on-boarding part-time Reference Librarian Dermot Dolan. It took 2 rounds of interviews to find the right candidate for this position. This is not unusual. Many of the libraries are having problems filling these part-time entry level positions. Students are not working while going to school and are no longer doing internships. Those libraries with Internship positions are struggling to fill them each time they open up.

You will meet Alyssa Pisarski, our new Assistant Director. Pisarski officially filled her role on March 4 but has been in training since it was announced, spending a few hours each day with the Interim Head of Circulation. Pisarski has continued to fill in where need in Youth Services during this time as well.

We interviewed for and hired Lizzy Lowrey to fill the Head of Youth Services position. She will be introduced at the April meeting. Lowrey comes to us from Central Library where she manages the Children's Room. She will be a good fit with staff and will bring energy and enthusiasm to the position. Lowrey starts on April 1st.

Youth Services News:

29 classes with 317 participants

- The Youth Services Department wrapped up another successful Winter Reading Challenge! We had 63 participants and 114 reviews. This month's winners were: Nathanael, Charlotte, Sloane and Danny! Winners from this month received a gift card and a book of their choosing!
- Library Makers met on Wednesday, February 27 to play with squishy circuits! Squishy Circuits help kids learn about electric currents and circuitry using a battery pack, LED lights, conductive playdough and insulated play dough. We had 15 people attend the program and many imaginative creations were built!
- Youth Services Staff attended a free diversity training hosted by Milwaukee Public Library. Librarians heard lectures on Equity, Diversity, and Inclusion, participated in a workshop on culturally and linguistically responsive practices in adolescent literacy, and attended a presentation on talking about race in storytime.

Adult Services

19 Programs with 175 participants

- A patron took advantage of our Music & Memory service. They were able to receive an iPod with classical music to give to their mother who has dementia. We also had one returned with a nice note, letting staff know how much the music meant to them along with the lady's obituary.
- Adult Services provided outreach to the Memory Care Facility at Laurel Oaks. 21 participants joined in singing vintage Valentine's Day songs.
- Winter Reading Club continued. There were 95 entries in February. There were a total of 147 entries submitted.
- The North Shore Library released its 12th podcast episode, Book Chat at North Shore Library. Librarians talked about books in celebration of women for March, Women's History Month. To date, the library has had 699 listens to the podcast.
- The North Shore Library now has circulating a VHS to DVD kit, in addition to the in-house VHS to DVD kit. This means that patrons who are not able to digitize their VHS tapes at the library, can check out a kit for 1 week. The kit includes a VCR, digitization software, cables, and instructions. Patrons can place a hold by calling the library at 414-351-3461
- Social media continues to slowly grow:
 - Facebook page has 358 followers.
 - Instagram: 186 followers
 - E-newsletter list has 1,611 subscribers as of March 3.

Draeger-Anderson reported that on Monday, March 11, the City of Glendale approved a motion "to request the North Shore Library Foundation to engage in private fundraising for a minimum of 25% contribution to the North Shore Library building renovation project."

Draeger-Anderson met with the City Administrators on March 12. We are looking at a way to re-write the joint library agreement, with the lease folded in. Each community will provide a service: the building from Glendale, Fiscal – may move to Bayside, maintenance and legal – between Fox Point and River Hills. Andy Pederson, from Bayside, is taking the lead with this and is working on a format similar to the Dispatch Agreement. Services will be weighted with perhaps a minimum even split. They discussed the basis of division and decided population would be best and to use Census as most of the populations are stable. This agreement will take time to hammer out and the Administrators are committed to continue meeting so that this is ready to go when the project is ready. The next meeting is April 23.

OLD BUSINESS

7. Schedule Director Performance Evaluation – Executive Committee

A meeting request will be sent out to the Executive Committee to schedule this meeting soon.

NEW BUSINESS

8. Introduction of new Assistant Director, Alyssa Pisarski

Pisarski introduced herself and reported on the staff hiring and training she has been doing.

9. Discussion/Action on 2020 – 2021 Renovation Timeline and need for Community Resolution

Discussed requesting that our four communities commit to the renovation project. Library Board directed the Draeger-Anderson to discuss this with the City Managers at the next meeting on April 23.

10. Discussion/Action: Allowing patrons access to e-resources and other fixed cost items with fines of any amount.

Draeger-Anderson introduced this issue. No action was taken as it was felt more information is needed.

11. Adjournment until April 18 at 9:00 a.m.

Motion was made by Fonstad/Pierner to adjourn. Motion carried unanimously. Meeting was adjourned at 10:45 a.m. until April 18, 2019 at 9:00 a.m.

Respectfully submitted by Susan Draeger-Anderson, Library Director and Recording Secretary