

# Neenah Public Library Board of Trustees Meeting

Wednesday, August 16, 2017 at 4:00 p.m., Carpenter Conference Room

240 E. Wisconsin Avenue, Neenah, Wisconsin

1. Call to order
2. Public questions & comments
3. Library board consideration of public questions & comments
4. Minutes:
  - a. Library Board meeting – July 19, 2017 2 - 3 Action item
5. Library statistical reports 4 - 6 Information item
6. Bills for consideration Handout Action item
7. Director’s report 7 Information item
8. Business for consideration 7+
  - a. Monthly financial reports from Finance Department Information item
  - b. Quarterly financial reports – Trust Funds (handouts at meeting) Information item
  - c. 2018 Budget process Action item
  - d. Community survey Discussion/Action item
9. Reports:
  - Winnebago County representative
  - Neenah City Council representative
  - Neenah Joint School District representative
10. Announcements and future agenda items
11. Next regularly scheduled meeting time and date: Wednesday, September 20, 2017 at 4:00 p.m.
12. Adjournment

*Inspiring ideas ♦ Enriching lives ♦ Creating community ♦ Celebrating literacy*

Everyone is welcome to attend Library Board meetings. If accommodations are needed to participate, please contact the library administrative office at 920-886-6301 or by email at [library@neenahlibrary.org](mailto:library@neenahlibrary.org) at least 24 hours in advance of the meeting.

## **Neenah Public Library Board of Trustee Meeting Minutes – July 19, 2017**

### **Call to Order**

With Fieldhack in the chair, the Neenah Public Library Board of Trustees meeting was called to order at 4:02 p.m. in the Carpenter Conference Room. Members present: Randy Fieldhack (president), Jan Sarnecki (vice president), Carol Codner (chair, Finance & Personnel Committee), Tom Widener, Beth Irish, Patricia Rickman, Tami Erickson (Aldermanic representative), and Maggie Schuster (teen representative). Members excused: Merry Whipple, Tim Kachur (Neenah Joint School District Representative), and Lisa Hemes.

Also present, Gretchen Raab, director, Nicole Hardina-Wilhelm, assistant director, Nancy Baird, circulation services manager, Katrina Wulff, youth services manager, and Bette Odgen.

### **Public Comments**

Bette Ogden expressed her concerns with families with small children and seniors parking on the south side of Wisconsin Avenue and crossing the street to get to the library. Ms. Ogden suggested a crosswalk for safety and/or designated parking spaces on the north side of Wisconsin Avenue for those with small children and for seniors.

The Board considered Ms. Ogden's comments and provided feedback. Erickson shared some background on the current Wisconsin Avenue crosswalks.

### **Minutes**

On motion of Sarnecki, seconded by Codner, the Board approved the minutes of the Library Board meeting of June 21, 2017.

### **Statistical Report**

Physical checkouts are up 2% over last year; June circulation was up 5% over last June. Program attendance is up 7% over last year. Sales of beverages and snacks continue to increase.

### **Bills for Consideration**

On motion of Irish, seconded by Sarnecki, the Board unanimously approved payment of the July bills.

### **Director's Report**

The Friends of the Neenah Public Library has a new board and 5 out of the 6 directors-at-large are new to the Friends organization. Process Poetry Prize winners have been notified and the ceremony will be September 11. The director will be on vacation the week of July 24.

### **Department Reports**

Circulation Services: Baird shared a graph of circulation trends based on month. July is historically one of the higher circulating months.

Youth Services: Wulff introduced Maggie Schuster, our new teen representative. Wulff reported that 2141 patrons have signed up for the summer reading program. Youth Services Assistant Librarian Martha Moore did an impromptu storytime for the Neenah Parks & Recreation summer program when the group sought shelter at the library during a recent storm. Using the community survey results, the Youth Department has added several new programs and storytimes to the fall program schedule.

Adult & Technical Services: Using the community survey results, Adult Services is also increasing evening programs.

**2018 Budget Process**

Raab shared the timeline for the operating and CIP budgets.

**Reconsideration of ACT 420 action**

Sarnecki motioned, and Codner seconded, to rescind the motion relating to the ACT 420 payments, which was adopted at the June 21, 2017 meeting. The motion to rescind passed.

**Community Survey**

The Board discussed the recurring themes of the community survey's qualitative responses: parking, additional open hours, particularly in summer, noise reduction, increase in programming for all ages, and raising awareness of library services, resources, and programs. The board asked director Raab to come up with costs associated with each of those areas to bring to the August board meeting.

Irish left at 5:30 p.m.

**Resurfacing terrazzo in restrooms**

On motion of Fieldhack, seconded by Sarnecki, the board unanimously approved the use of Trust Funds (building account) to resurface the 7 restrooms at a cost not to exceed \$4,000.

**Website demonstration**

Hardina-Wilhelm briefly discussed the new website and addressed questions.

**Next regularly scheduled meeting**

Wednesday, August 16, 2017 at 4:00 p.m.

**Adjournment**

On motion of Rickman, seconded by Sarnecki, the board adjourned at 5:43 p.m.

Respectfully submitted,

Gretchen Raab

CIRCULATION		JULY 2017	JULY 2016	% CHANGE	YTD 2017	YTD 2016	% CHANGE
Books	Adult	14,363	13,552	6%	98,005	94,965	3%
	Teen	2,044	2,736	-25%	13,251	15,363	-14%
	Youth	25,051	24,292	3%	158,838	150,712	5%
Audio Books	Adult	1,177	1,297	-9%	8,903	9,573	-7%
	Teen	71	92	-23%	559	595	-6%
	Youth	656	531	24%	3,493	3,239	8%
DVDs	Adult	19,108	18,667	2%	139,241	137,432	1%
	Teen	1,399	1,519	-8%	10,307	10,529	-2%
	Youth	5,813	6,666	-13%	39,478	42,595	-7%
Music CDs	Adult	3,016	3,523	-14%	22,954	21,848	5%
	Teen	1	4	-75%	7	15	-53%
	Youth	559	584	-4%	3,514	3,448	2%
Digital Books	Adult	683	584	17%	4,259	3,929	8%
	Teen	46	38	21%	299	180	66%
	Youth	364	216	69%	1,367	907	51%
Magazines	Adult	1,830	1,973	-7%	13,456	14,722	-9%
	Teen	53	62	-15%	245	356	-31%
	Youth	172	173	-1%	848	934	-9%
Other (games, kits)	Adult	131	76	72%	1,023	822	24%
	Teen	4	1	300%	23	9	156%
	Youth	303	229	32%	1,886	1,182	60%
<b>Physical Materials Subtotal</b>		<b>76,844</b>	<b>76,815</b>	<b>0%</b>	<b>521,956</b>	<b>513,355</b>	<b>2%</b>
<b>Electronic Circulation</b>							
Audiobooks		1,900	1,071	77%	11,909	9,146	30%
eBooks		3,145	2,049	53%	20,219	18,699	8%
Video		2	4	-50%	71	48	48%
<b>Electronic Materials Subtotal</b>		<b>5,047</b>	<b>3,124</b>	<b>62%</b>	<b>32,199</b>	<b>27,893</b>	<b>15%</b>
<b>TOTAL CIRCULATION</b>		<b>81,891</b>	<b>79,939</b>	<b>2%</b>	<b>554,155</b>	<b>541,248</b>	<b>2%</b>
WEBSITE & COMPUTER USAGE		JULY 2017	JULY 2016	% CHANGE	YTD 2017	YTD 2016	% CHANGE
WiFi distinct clients*		3,072	2,450	25%	20,445	11,518	78%
Pharos usage		1,884	2,142	-12%	14,192	15,937	-11%
Internet usage/number of hours		1,253	1,428	-12%	9,975	11,307	-12%
Website sessions		14,188	15,004	-5%	110,435	113,968	-3%

\*daily average of 236 WiFi users

QUESTIONS ANSWERED	JUL 2017	JUL 2016	% CHANGE	YTD 2017	YTD 2016	% CHANGE
Adult Dept.						
Reference/Research	3151	3,022	4%	23,020	25,432	-9%
Directional/Rule/Policy	1099	929	18%	8,641	7,254	19%
Circulation Dept.						
Reference/Research	644	508	27%	4,213	4,389	-4%
Directional/Rule/Policy	2,918	2,259	29%	22,354	16,308	37%
Youth Dept.						
Reference/Research	1,861	1,474	26%	12,066	10,122	19%
Directional/Rule/Policy	1,714	1,530	12%	6,732	5,551	21%
<b>TOTAL REFERENCE</b>	<b>5,656</b>	<b>5,004</b>	<b>13%</b>	<b>39,299</b>	<b>39,943</b>	<b>-2%</b>

MISCELLANEOUS	JUL 2017	JUL 2016	% CHANGE	YTD 2017	YTD 2016	% CHANGE
Book Club-to-Go Kits	15	15	0%	113	87	30%
Bookshuttle Bags	1	0	#DIV/0!	78	70	11%
Customer Count	26,299	27,077	-3%	175,235	174,208	1%
SelfCheck % of Checkout	54%	59%	-9%	54%	58%	-7%
Teacher Packs	10	7	43%	132	98	35%
Volunteer Hours Worked	570	519	10%	3,604	3,901	-8%

RECEIPTS	JUL 2017	JUL 2016	% CHANGE	YTD 2017	YTD 2016	% CHANGE
Fines & Misc. Fees	\$1,258	\$3,410	-63%	\$15,191	\$16,714	-9%
Copier/Printer Fees	\$1,187	\$1,040	14%	\$8,707	\$8,168	7%
Lost/Damaged Fees	\$568	\$815	-30%	\$3,903	\$4,170	-6%
Sale of Property	\$0	\$40	-100%	\$153	\$145	6%
Coffee Sales	\$94	\$145	-35%	\$896	\$956	-6%
Beverages & snacks	\$161	\$91	77%	\$1,585	\$837	89%
Collection Agency Fees	\$104	\$378	-72%	\$1,353	\$1,557	-13%
Winnebago Co. Major Facility	\$0	\$0	#DIV/0!	\$54,255	\$52,108	4%
Winnebago Co. Operations	\$0	\$0	#DIV/0!	\$378,422	\$356,423	6%
Calumet County	\$0	\$0	#DIV/0!	\$22,497	\$15,155	48%
<b>TOTAL</b>	<b>\$3,371</b>	<b>\$5,919</b>	<b>-43%</b>	<b>\$486,961</b>	<b>\$456,233</b>	<b>7%</b>

PROGRAMS	JULY 2017	JULY 2016	% CHANGE	YTD 2017	YTD 2016	% CHANGE
<b>Programs given</b>						
Adult (Ages 19+)	16	10	60%	160	139	15%
Young Adult (Ages 12-18)	3	2	50%	26	49	-47%
Youth (ages 0-11)	53	59	-10%	356	356	0%
<b>TOTAL</b>	<b>72</b>	<b>71</b>	<b>1%</b>	<b>542</b>	<b>544</b>	<b>0%</b>
<b>Program attendance</b>						
Adult (Ages 19+)	327	139	135%	4,299	4,221	2%
Young Adult (Ages 12-18)	21	21	0%	892	814	10%
Youth (ages 0-11)	2,283	2,202	4%	18,013	16,626	8%
<b>TOTAL</b>	<b>2,631</b>	<b>2,362</b>	<b>11%</b>	<b>23,204</b>	<b>21,661</b>	<b>7%</b>
Program	Topic/Title/Presentation	Date	Attendees			
<b>Adult</b>						
Tuesday Night Movie	Smurfs: The Lost Village	7/18/2017	55			
Monday Matinee	Hidden Figures	7/10/2017	31			
Suburban Homesteading	Pickling	7/10/2017	24			
Memory Cafe	Tour of Rome	7/17/2017	25			
MMBK	Mr. Penumbra's 24-Hour Bookstore	7/24/2017	25			
Kneenah Knits		7/5/2017	2			
Kneenah Knits		7/19/2017	3			
Outreach: Brookdale	Summer Fun Road Trip Games & State Fair Foo	7/25/2017	14			
Fitness Friday		7/7/2017	5			
Fitness Friday		7/21/2017	6			
Daybreakers		7/28/2017	10			
Short Story Night		7/10/2017	23			
3D Printer Coolidge Elementary		7/18/2017	60			
Welcome to Medicare		7/19/2017	24			
Ukulele open jam		7/13 and 7/2	20			
	<b>TOTAL</b>		<b>327</b>			
<b>Young Adult</b>						
Library Program	Henna	7/12/2017	55			
Library Program	Karaoke	7/19/2017	6			
Library Program	Movie: Maze Runner	7/26/2017	6			
	<b>TOTAL</b>		<b>67</b>			
<b>Youth</b>						
Library Program	Messy Monday	7/3/2017	73			
Library Program	Fun with Portraits	7/6/2017	45			
Library Visit	Park & Rec	7/7/2017	38			
Library Program	Pooches & Pages	7/8/2017	16			
Library Visit	SMCS	7/10/2017	30			
Library Program	Tom Pease	7/11/2017	185			
Library Program	3 Little Pigs Challenge	7/13/2017	59			
Library Program	Footloose Friday	7/14/2017	41			
Library Visit	Park & Rec	7/14/2017	57			
Library Visit	Park & Rec	7/17/2017	12			
Library Visit	SMCA	7/17/2017	30			
Outreach	KinderCare	7/18/2017	54			
Library Program	David Landau	7/18/2017	60			
Library Program	Girlfriends Read Book Group	7/19/2017	8			
Library Program	Matchbox Car Races	7/20/2017	45			
Library Visit	Park & Rec	7/21/2017	51			
Library Visit	Discover Little Miracles	7/21/2017	34			
Library Visit	SMCS	7/24/2017	30			
Library Program	Scientist	7/25/2017	140			
Library Program	Engagine Reads Book Group	7/26/2017	11			
Library Program	Beautiful Butterflies	7/27/2017	41			
Library Visit	Park & Rec	7/28/2017	43			
Library Visit	SMCS	7/31/2017	30			
Library visit	Park & Rec	7/27/2016	56			
Storytimes		Various	1094			
	<b>TOTAL</b>		<b>2283</b>			

## Reports & Recommendations

### 7. Director's report

- a. Meetings/Events
  - Weekly: Monday morning briefings
  - Weekly: Library department heads
  - Weekly: Assistant director
  - 08-09 Neenah Arts Council
  - 08-14 Suburban Homesteading/Butterfly Garden program
  - Terrazzo floors in the restrooms have been resurfaced
  - Proces Poetry Prize ceremony will be held Monday, September 11, 6:00 p.m.
  - Friends of the Library Annual Book Sale: September 20 – September 25
- b. Report from Circulation Services
- c. Report from Youth Services
- d. Report from Adult Services and Technical Services

### 8. Business for consideration

- a. **Monthly financial reports from Finance department** (handouts at meeting)  
*Information item.*

- b. **Quarterly Financial Reports – Trust Fund** (handouts at meeting)  
*Information item.*

- c. **2018 Budget process**

The Library's Finance and Personnel Committee should plan to meet with the director in August/September to discuss the Library's proposed budget for 2018 and CIP budget for 2018-2022. The budget is then recommended at the September 20th Library Board meeting for approval by the Library Board. The Finance & Personnel Committee includes Carol Codner, chair, Randy Fieldhack, Jan Sarnecki, and Tom Widener.

The budget is due to the City's Finance Department on August 25. The director will meet with the Mayor and the Finance Director in early September and the Mayor will present his budget on October 20. Budget workshops are scheduled for late October/early November. Formal budget hearing and adoption will be held on November 14.

***Recommendation: Schedule a Finance & Personnel Committee meeting prior to the September 20, 2017 Library Board meeting.***

- d. **Community survey**

The Board selected five items from the survey's quantitative feedback to discuss.

- ***Parking***

Insufficient parking was a concern for many completing the survey. The Library has limited available parking, with no space for parking expansion. The former DiRenzo & Bomier parking lot plan provides permitted spots for Alta employees. However, the lot will be available to library patrons after 4:00 p.m. weekdays and any time on weekends. (Ten spots in that lot are allocated for full-time library staff during the day and is available to any staff after 4:00 p.m. weekdays and on weekends.) The on-street parking limit (Wisconsin Avenue) near the library has increased from two hours to three hours.

- ***Additional open hours***  
Many respondents requested additional open hours and weekend hours in the summer. The library is currently open 69 hours per week during the school year and 61 hours per week during summer months. If the library remained open the same hours year-round (9-9 Monday through Thursday, 9-6 Friday, 9-5 Saturday, 1-5 Sunday), staff estimates that personnel costs would increase \$20,000-\$40,000 annually. The director has requested feedback from staff regarding possible changes to the current schedule.
- ***Noise reduction***  
This is a recurring complaint. One solution, i.e., a glass wall on the second floor to eliminate the sound carrying up from first floor, was cost prohibitive. Some solutions have been implemented: Creating quiet spaces on the second floor buffered by shelving, rearranging youth activities so they're not directly beneath the opening to second floor. Other ideas: more upholstered furniture to absorb sound, soft movable surfaces to create quiet spaces, sound baffles on first and/or second floor, etc. With Board permission, staff would seek assistance from design professionals and acoustical consultants to come up with available options and a budget for future expenditures.
- ***Programming***  
Many library programs, such as story times, book clubs, library visits/outreach, etc., have no presenter/performer fees. However, there are costs associated with all programming. In 2016, staff spent approximately \$25,000 (funded by Trust Funds, Friends of the Library donations, and individual donations) on programming expenses. The \$25,000 does not include personnel costs. In addition to personnel, expenses include presenter/performer fees, refreshments, supplies, linen rental, AV equipment, etc. (Based on 2016 expenditures and not including personnel costs, per program cost is approximately \$29.00 or approximately 76¢ per attendee.) Additional programming could necessitate some additional staffing and programming funds. Note: One obstacle to more programming is the lack of available programming spaces, i.e., Shattuck, Storytime and Aylward rooms, which are already heavily booked.
- ***Raise awareness of services, resources, etc.***  
A part-time marketing/graphic artist position would cost approximately \$25,000 annually. The position could be a real asset to the library. However, the director believes that it's not a priority at this time. Staff will continue to promote and seek new/streamlined ways to promote resources, services, and programs via social media, print, and electronic means and to reach out to other organizations to share information.

***Discussion item. Possible action item: Are there items that the Board would like staff to pursue/budget for 2018? Or as part of a long range/strategic plan?***

## 9. Reports:

Winnebago County representative



**Neenah City Council representative**  
**Neenah Joint School District representative**

**10. Announcements and future agenda items.**

**11. Next regularly scheduled meeting: September 20, 2017, 4:00 p.m. in the Carpenter Conference Room.**

**12. Adjournment.**