

Neenah Public Library Board of Trustees Meeting

Wednesday, November 20, 2019 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 10-16-19 2 – 3 Action item
5. Library statistical reports 4 - 7 Information item
6. Bills for consideration Handout Action item
7. Director’s report 8 Information item
8. Business for consideration 8+
 - a. Monthly financial reports Information item
 - b. Exhibit/donation Discussion item
 - c. Public Library Association Conference Action item
 - d. Trust Fund policy review Action item
 - e. Project updates Information item
 - f. Budget status Information item
 - g. Fundraising campaign Discussion item
 - h. Hefti Scholarship Committee 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, December 18, 2019 at 4:00 p.m.
12. Adjournment

Inspiring ideas ♦ Enriching lives ♦ Creating community ♦ Celebrating literacy

Everyone is welcome to participate in library programs, events, and activities, attend library board meetings, and utilize library services and resources. If accommodations are needed, please contact the Library’s information desk by phone at 920-886-6315 or by email at library@neenahlibrary.org, or contact the City’s ADA Coordinator by phone at 920-886-6106 or by email at attorney@ci.neenah.wi.us. Notifying us at least 48 hours in advance will allow us time to address your request. Thank you.

Neenah Public Library Board of Trustees Meeting Minutes – October 16, 2019

Call to order

With Rickman in the chair, the Neenah Public Library Board of Trustees meeting was called to order at 4:01 p.m. in the Carpenter Conference Room. Members present: Randy Fieldhack, George Scherck (Winnebago County representative), Beth Irish, Lisa Hemes, Carol Codner, Tami Erickson (Aldermanic representative), and Angela Greselin (Teen representative).

Members excused: Tim Kachur (Neenah Joint School District Representative), and Merry Whipple. Also present: Gretchen Raab, director; Nancy Baird, circulation services manager; and Katrina Wulff, youth services manager.

Public questions & comments

None.

Minutes

On motion of Scherck, seconded by Erickson, the Board unanimously approved the minutes of the library board meeting of September 18, 2019.

Statistical Reports

Annual circulation of physical materials is up 5% for the month; Electronic material circulation is up 25% from September last year. Book circulation (all ages) is up 9% over last year and up 4% over 2017. Reference questions are up 18% over last year and 12% over 2017. Program attendance is up 29% (year-to-date) over 2018 and 33% over 2017. The number of programs (year-to-date) is up 9% over last year and 21% over 2017.

Bills for Consideration

On motion of Fieldhack, seconded by Codner, the Board unanimously approved payment of the bills. One correction: sign wrap will be a Trust fund expense.

Director's report

Raab reported that the Friends of the Library annual book sale netted \$7600. The building custodian position is open and interviews have been scheduled. Raab noted that Adult Services Librarian Richie Zaborowske was featured in the Sunday Post Crescent – a 2-page spread.

Department Reports

Circulation Services: Baird noted that the upcoming Food for Fines Drive will be held November 2 - 10. Registration for new library cards was much higher for September due to a proactive school librarian working with our Youth Department's outreach program.

Youth Services: Wulff reported several storytimes were moved to the Shattuck room due to large attendance. She is actively connecting with the schools and has produced and recorded Book Talks by genre that the Teachers can show in classrooms. Wulff did a very successful Read-a-loud as a Google Hangout with a class at Hoover Elementary. The Youth department is currently in the process of creating a virtual tour of the library to be used by the schools.

Monthly Financial Reports

Raab went over the expenditures and revenues, which were both on target for this time of year.

Board member resignation

Rickman has agreed to serve as President for the remainder of Sarnecki's term as President. The position of Vice President will remain unfilled until January 2020.

Policy Review: Trust Fund

After discussion, Fieldhack proposed adding new language regarding annual expenditures. Board members and Raab will bring ideas to the next Board meeting.

Project Update

Wall wrap draft should be ready later this week. Staff are looking at furniture samples for various areas of the library.

Fundraising campaign

Fundraising will be included on the November Library Board agenda for discussion.

Next regularly scheduled meeting

Wednesday, November 20, 2019 at 4:00 p.m.

Adjournment

On motion of Codner, seconded by Fieldhack, the Library Board adjourned at 5:07 p.m.

Respectfully submitted,

Gretchen Raab
Library Director

QUESTIONS ANSWERED	Oct 2019	Oct 2018	Oct 2017	% Change 2019-2018	% Change 2018-2017	% Change 2019-2017	YTD 2019	YTD 2018	YTD 2017	% Change 2019-2018	% Change 2018-2017	% Change 2019-2017
Adult Dept.												
Reference/Research	2,999	2,878	2,861	4%	1%	5%	32,449	29,496	31,852	10%	-7%	2%
Directional/Rule/Policy	1,806	2,089	1,422	-14%	47%	27%	20,004	18,860	12,404	6%	52%	61%
Circulation Dept.												
Reference/Research	601	559	725	8%	-23%	-17%	6,089	7,054	6,250	-14%	13%	-3%
Directional/Rule/Policy	3,818	3,239	3,278	18%	-1%	16%	38,424	36,075	31,831	7%	13%	21%
Youth Dept.												
Reference/Research	1,228	1,213	1,412	1%	-14%	-13%	14,908	13,879	15,892	7%	-13%	-6%
Directional/Rule/Policy	857	773	768	11%	1%	12%	9,133	10,687	9,191	-15%	16%	-1%
TOTAL REFERENCE	4,828	4,650	4,998	4%	-7%	-3%	53,446	50,429	53,994	6%	-7%	-1%
MISCELLANEOUS												
Book Club-to-Go Kits	17	18	16	-6%	13%	6%	159	170	160	-6%	6%	-1%
Bookshuttle Bags	25	27	23	-7%	17%	9%	142	153	126	-7%	21%	13%
Customer Count	22,643	23,910	25,514	-5%	-6%	-11%	69,428	239,229	251,576	-71%	-5%	-72%
SelfCheck % of Checkout	48%	51%	53%	-5%	-4%	-10%	49%	51%	54%	-4%	-5%	-8%
Teacher Packs	33	25	29	32%	-14%	14%	241	201	195	20%	3%	24%
Volunteer Hours Worked	336	393	568	-14%	-31%	-41%	3,843	4,237	5,318	-9%	-20%	-28%
Meeting Room Usage	556	457	477	22%	-4%	17%	4,617	4,056	3,760	14%	8%	23%
RECEIPTS												
Fines & Misc. Fees	\$1,334	\$1,497	\$1,403	-11%	7%	-5%	\$19,845	\$20,387	\$19,800	-3%	3%	0%
Copier/Printer Fees	\$1,510	\$1,277	\$1,179	18%	8%	28%	\$12,863	\$12,223	\$12,559	5%	-3%	2%
Lost/Damaged Fees	\$315	\$335	\$238	-6%	41%	33%	\$5,939	\$5,521	\$7,106	8%	-22%	-16%
Sale of Property	\$0	\$0	\$0	#DIV/0!	#DIV/0!	#DIV/0!	\$0	\$51	\$168	-100%	-70%	-100%
Coffee Sales	\$97	\$181	\$145	-47%	25%	-33%	\$1,424	\$1,351	\$1,246	5%	8%	14%
Beverages & snacks	\$239	\$218	\$217	10%	0%	10%	\$2,692	\$2,391	\$2,184	13%	9%	23%
Collection Agency Fees	\$173	\$139	\$63	24%	120%	174%	\$2,132	\$1,869	\$2,300	14%	-19%	-7%
Winnebago Co. Major Facility	\$0	\$0	\$0	#DIV/0!	#DIV/0!	#DIV/0!	\$83,171	\$82,885	\$81,382	0%	2%	2%
Winnebago Co. Operations	\$0	\$0	\$0	#DIV/0!	#DIV/0!	#DIV/0!	\$590,258	\$575,773	\$567,632	3%	1%	4%
Other counties	\$0	\$0	\$0	#DIV/0!	#DIV/0!	#DIV/0!	\$22,339	\$23,083	\$22,497	-3%	3%	-1%
TOTAL	\$3,667	\$3,647	\$3,244	1%	12%	13%	\$740,664	\$725,534	\$716,873	2%	1%	3%

PROGRAMS	OCT 2019	OCT 2018	OCT 2017	% Change 2019- 2018	% Change 2018-2017	% Change 2019-2017	YTD 2019	YTD 2018	YTD 2017	% Change 2019-2018	% Change 2018-2017	% Change 2019-2017
Programs given												
Adult (Ages 19+)	44	55	38	-20%	45%	16%	349	300	234	16%	28%	49%
Young Adult (Ages 12-18)	5	6	5	-17%	20%	0%	39	47	40	-17%	18%	-3%
Youth (ages 0-11)	63	63	78	0%	-19%	-19%	551	536	529	3%	1%	4%
TOTAL		124	121	-100%	2%	-100%		883	803	-100%	10%	-100%
Program attendance												
Adult (Ages 19+)	1,151	1,289	1,427	-11%	-10%	-19%	9,590	7,532	6,589	27%	14%	46%
Young Adult (Ages 12-18)	118	307	214	-62%	43%	-45%	1,137	1,221	1,452	-7%	-16%	-22%
Youth (ages 0-11)	3,421	2,323	2,962	47%	-22%	15%	27,696	24,071	24,571	15%	-2%	13%
TOTAL	4,690	3,919	4,603	20%	-15%	2%	38,423	32,824	32,612	17%	1%	18%

Program	Topic/Title/Presentation		Date	Attendees
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Adult

Tuesday Night Movie	Aladdin		10/1/2019	49
Kneenah Knits			10/2/2019	4
Identity Theft			10/3/2019	4
Kaukauna Paranormal			10/3/2019	68
First Friday Concert Series			10/4/2019	52
Fitness Friday			10/4/2019	10
Jazz Blue Note			10/6/2019	60
Adult Afternoon	Wisconsin Underground		10/7/2019	39
Tech Talk Tuesday	Streaming Services		10/8/2019	12
Short Story Night	Fox Cities Book Festival		10/9/2019	75
A.M. Investment Coffee Club			10/9/2019	4
FCBF: Brad Larson			10/10/2019	27
FCBF: Barb & Ken Wardius			10/10/2019	44
FCBF: Christina Hagmann			10/10/2019	28
FCBF: Kurt Dietrich			10/10/2019	25
FCBF: The Mill Literary Prizes			10/12/2019	34
FCBF: Tom Montag			10/12/2019	21
FCBF: WI Romance Panel			10/12/2019	11
FCBF: Fiction Writers Panel			10/12/2019	32
Sunday Concert Series	Walt Hamburger		10/13/2019	37
Dungeons and Dragons			10/13/2019	-
DIY Design Workshops	Paper Tape Photo Frames		10/13/2019	5
Documentary	Not Enough Apologies		10/14/2019	10
Tuesday Night Movie	Toy Story 4		10/15/2019	71
Kneenah Knits			10/16/2019	6
Fitness Friday			10/18/2019	8
Dungeons and Dragons			10/20/2019	3
Memory Cafe	World of the Accordion		10/21/2019	41
Fox Valley Ghost Hunters			10/22/2019	66
Hearing Loss, Huh?			10/23/2019	11
Packers Century Project			10/24/2019	19
Jazz Blue Note			10/27/2019	84
Dungeons and Dragons			10/27/2019	4
MMBK: AM	Circe by Madeline Miller		10/28/2019	18
MMBK: PM	Circe by Madeline Miller		10/28/2019	2
Chess			weekly	117
Ukulele open jams			weekly	50
TOTAL				1,151

Young Adult

Library Visit	NHS CDS		10/11/2019	13
Library Visit	Shattuck CDS		10/14/2019	7
Outreach	Neenah High School		10/22/2019	48
Outreach	Lakeside Packaging		10/23/2019	19
Library Program	Franken-Toys		10/25/2019	31
TOTAL				118

Youth

Outreach	Hoover Elementary 1st Graders		10/3/2019	26
Library Program	Legos @ the Library		10/6/2019	22
Library Program	Messy Mondays		10/7/2019	86
Outreach	Lake Edge Preschool		10/10/2019	29
Library Visit	Trinity Lutheran 3-4th Graders		10/10/2019	14

Library Program	Footloose Fridays	10/11/2019	61
Library Program	Pooches & Pages	10/12/2019	8
Library Visit	YMCA 4K	10/14/2019	26
Library Visit	Wilson 4th Graders	10/16/2019	50
Outreach	Headstart	10/17/2019	51
Outreach	Stepping Stones	10/18/2019	54
Library Program	BooFest	10/19/2019	374
Library Program	Legos @ the Library	10/20/2019	6
Outreach	Washinton Elementary AM & PM	10/21/2019	104
Outreach	A Child's Imagination	10/24/2019	28
Library Visit	Homeschool Friends	10/24/2019	20
Outreach	Hoover Elementary	10/24/2019	270
Library Program	Footloose Fridays	10/24/2019	26
Outreach	YMCA	10/25/2019	79
Library Program	Monster Beans	10/25/2019	55
Storytimes		Various	2,032
		TOTAL	3,421

Reports & Recommendations

7. Director's report

- a. Meetings/Events/Information
 - Weekly: Monday morning briefings
 - Weekly: Library department heads
 - 11-08 Winnefox Technology Executive Council Meeting at Oshkosh
 - 11-12 Annual staff fire drill
 - Staff received Purple Angel (dementia awareness) training.
 - Staff are forming an Emergency Response Committee and will meet on November 20. The Committee will work on updating and clarifying procedures for handling emergency situations.
 - Dr. H. Cullen Henshaw has named the Library as a beneficiary. Dr. Henshaw passed away November 6.
 - Thank you to Winnebago County Master Gardeners.
 - Thank you to Jan Sarnecki.

Personnel changes:

- Patrick Benson has been hired as the Library's Building Custodian. He started on Monday, November 4. Pat brings a great deal of experience to the position, working as a construction foreman for almost 30 years.
 - Tiffany Wood, Youth Services Assistant Librarian, has resigned. The position opening has been posted.
- 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. **Exhibit/donations**

Dr. Atif Qureshi is an accomplished photographer – landscapes, Neenah landmarks, etc. Some of his artwork has been posted to the Neenah, WI Facebook page. Dr. Qureshi has offered to donate photographs to the Library that could then be sold as greeting cards, wall art, etc. The Library would pay the upfront costs to have the items printed and all proceeds from the sales would benefit the Library's Trust Fund.

Discussion item.

- c. **Public Library Association Conference – Nashville**

The Library typically sends staff to the biennial PLA Conference. In 2020, the conference will be held in Nashville. There are six librarians interested in attending; the director suggests sending four. The costs are estimated to be \$2,500 per person to attend the 3-day conference.

Action item: Approve the use of Trust Funds to send staff to PLA Conference in Nashville in 2020.

d. Trust Fund Policy review

A revision of the Library Board's Trust Fund Policy will be available at the Board meeting for review. The current policy, last updated in 2006, with minor changes made in 2007 and 2008, is below.

Action item.

Trust Fund Policy

Introduction

Trust Fund expenditures shall, in general, be for special projects, programs, or resources, and for start-up funds and building enhancements, that supplement and do not supplant regular city operating or capital improvement budget appropriations.

Memorandum of Agreement with City of Neenah

The Memorandum of Agreement – Library Trust Fund, executed with the City of Neenah, is hereby incorporated into this Trust Fund Policy.

Trust Fund accounts

The Library Board shall establish and terminate trust fund accounts as it deems necessary. Existing accounts include the following:

- 1. The **Library Materials Endowment** consists of bequests or gifts that are legally bound to remain as unspent principal. Income from this account shall revert to the **Library Materials Account**.*
- 2. The **Library Materials Account** includes income from the **Library Materials Endowment**, individual gifts, grant funds, and additional sums transferred to it by the Library Board. Income from this account shall remain in the account. Expenditures from this account shall be for library materials only.*
- 3. The **Program Account** includes grant funds, individual gifts, and additional sums transferred to it by the Library Board. Income from this account shall remain in the account. Expenditures from this account shall be for programming only. This fund shall have a minimum balance of \$250,000.*
- 4. The **Building Account** includes donations to the new library fund, additional individual gifts, and sums transferred to it by the Library Board. Income from this account shall remain in the account. Expenditures from this account shall be for the new library building, large-scale special projects, building remodeling or improvement, an addition to the library, or a new library.*
- 5. The **Marshall Schroeder Staff Recognition Account** includes donations made for staff recognition as well as additional sums transferred to it by the Library Board. Income from this account shall remain in the account. Expenditures from this account shall be used for staff recognition.*
- 6. The Library Board shall allocate monies not in specific accounts to the **General Account**. Income from this account shall remain in the account. Expenditures from this account may be for any item or service consistent with the general intent of the trust fund. The*

account may be increased by general gifts, grants, or by action of the Library Board. The Library Board may transfer monies from this account to other accounts, as needed.

7. *The **Youth Account** includes individual gifts, grant funds, and additional sums transferred to it by the Library Board. Income from this account shall remain in the account. Expenditures from this account shall be for any item or service for the Youth Department.*
8. *The **Adult Account** includes individual gifts, grant funds, and additional sums transferred to it by the Library Board. Income from this account shall remain in the account. Expenditures from this account shall be for any item or service for the Adult Department*
9. *The library shall maintain (and replace as necessary) the Automated External Defibrillator from the **General Account** as long as this type of device is recommended by the Neenah Health Department for use in the library.*

Library director

1. *Without prior Library Board approval, the library director is authorized to spend:*
 - a. *Amounts up to \$1,000 from any account for purposes consistent with that account (subject to the limitations below).*
 - b. *Amounts up to \$100 to recognize special achievement from the **General Account**. Amounts up to five percent of the **Library Materials Account** annually. If expenditures are under five percent in any year, unspent funds from that year may be carried over into ensuing years and may be expended in addition to ensuing years' five percent limits. 01.17.07*
 - c. *Amounts up to five percent of the **Program Account** annually. If expenditures are under five percent in any year, unspent funds from that year may be carried over into ensuing years and may be expended in addition to ensuing years' five percent limits. 01.17.07*
 - d. *Amounts, as specified in the Staff Recognition Policy, from the **Marshall Schroeder Staff Recognition Account**, for staff recognition.
Up to \$1,500 annually, from the **General Account**, for a volunteer recognition event. 04.18.07/09.17.08*
2. *The library director is authorized to allocate unspecified deposits up to \$1,000 into any authorized account.*
3. *The library director is authorized to request that checks be drawn from and deposits made to the money-market account at the City.
The library director is authorized to notify the City and/or the financial institution holding securities in the trust fund of cash flow needs so that either one or both can take action to provide for those needs.*

4. *The library director shall distribute to the Library Board, at least quarterly, reports from the City regarding trust fund deposits, expenditures, and balances.*
5. *The library director shall make recommendations for transferring funds from one account to another to the Library Board.*
6. *The library director shall distribute to the Library Board, at least quarterly, the balances of each trust fund account.*

11.15.89/6.19.91/7.17.91/6.20.01/04.19.06/6.21.06

e. Project updates

- Furnishings have been ordered and should arrive within six weeks.
- Signage will be approved and installed by the end of the year.
- A new lectern has been purchased for the second floor meeting rooms.
- Mural project design is being finalized.

Information item.

f. Budget status

The director attended the Council budget workshop on Monday, November 4. The Director requested a change to the Capital Improvements Program budget: Removing the request for a new humidifier in 2020 at a cost of \$7,200. (There was repair work done on the humidifier in October/November that will extend the life of the unit for another couple of years.) The formal budget hearing and adoption will be held on Tuesday, November 19.

Discussion item.

g. Fundraising campaign

The director has been asked about fundraising possibilities for future projects. The Board could consider forming a Committee to address fundraising opportunities and challenges.

Discussion item.

h. Hefti Scholarship Committee

Jan Sarnecki served on the Hefti Scholarship Committee for many years. The Bylaws state that the committee shall consist “of the President of the Library Board, a representative of the Trustees, and the Guidance Department Chairman of the public high schools in Neenah and Menasha.”

Dr. Sarnecki also presented the Hefti Awards at the Senior Scholarship Program at Neenah High School. (Director’s note: I don’t know if they were also presented at other schools, e.g., Menasha High School, St. Mary’s, Xavier, etc.)

Action item: The Hefti Scholarship Committee will need representation from the Library Board.

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: December 18, 2019, 4:00 p.m. in the Carpenter Conference Room.

12. Adjournment