

*****ATTACHMENTS*****

Minutes
Mead Public Library
Board of Trustees
May 25, 2017

A meeting of the Mead Public Library (MPL) Board of Trustees was held on Thursday, May 25, 2017 in The Loft. Present Board of Trustee members were presiding: Board President Maeve Quinn, Board Treasurer Dirk Zylman, Alderman Henry Nelson, Dolyce Johnson, Nancy Mannchen, Kyle Whelton, Meg Albrinck, and Chris Campe. Staff members present: Business Manager Debbie DeAmico, Director Garrett Erickson, Administrative Assistant Sydney Mehn, Technical Support Manager Diane Kallas, and Librarian Matt Beinemann. Board of Trustee members absent: Board Vice-President Kathie Norman, Kevin Anderson.

1. OPENING OF MEETING:

- 1.1 CALL TO ORDER AND DETERMINATION OF QUORUM. Quinn called the meeting to order at 3:51 p.m. She determined there was a quorum present.
- 1.2 PLEDGE OF ALLEGIANCE. Quinn led the Pledge of Allegiance.
- 1.3 PUBLIC COMMENT [5 PEOPLE AT 5 MINUTES EACH] (PLEASE SIGN IN PRIOR TO MEETING). There was no public comment.
- 1.4 WELCOME SYDNY MEHN
- 1.5 APPROVAL OF MINUTES. Nelson **moved** to approve the minutes from the April 27, 2017 meeting; Mannchen **seconded** the motion, Johnson abstained. The motion **passed**.
- 1.6 CORRESPONDENCE, ANNOUNCEMENTS, AND COMMON COUNCIL REPORTS. Mayor appointed Alderman Liaison Henry Nelson. Three Mayor appointed citizens: Maeve Quinn, Meg Albrinck, and Kyle Whelton. Kevin Anderson is in Bangladesh, and Kathie Norman is in Colorado. Erickson reported a change in status with the Institute of museums and services following President Trump's proposed budget cuts. This budget would cut funding to the DPI technical and administrative consultant services, as well as the WISCAT inter-library loan system we currently utilize. More to be reported as information is available.

2. COMMITTEE REPORTS:

- 2.1 FINANCE COMMITTEE – DIRK ZYLMAN, CHAIR. REPORT OF 5/25/2017 MEETING. Zylman informed the Board of Trustees that the Y-T-D budget and accounts payables were reviewed and found in good order.
- 2.2 FINANCE REPORT. REVIEW AND APPROVE PAYMENT OF EXPENDITURES (including payroll) and special revenues (including grants) 2. RECEIVE MONTHLY 2017 BUDGET STATUS REPORT TO DATE (AVAILABLE AT MEETING) 3. REPORT OF GIFTS RECEIVED. Zylman informed the board that no donations were received in May 2017. Nelson **moved** to approve payment of expenditures including payroll and recurring expenses and special revenues. Johnson **seconded** the motion. The motion **passed**.

3. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

3.1 DISCUSSION AND POSSIBLE ACTION ON UPDATING EXPENSE REIMBURSEMENT POLICY.

Whelton **moved** to approve the revised updates to the 09/24/2015 Expense Reimbursement Policy to remove the requirement of employees providing driver's license and insurance verification to receive mileage reimbursement. Nelson **seconded**. The motion **passed**.

4. DIRECTORS REPORT

4.1 UPDATE ON PERSONNEL CHANGES.

Erickson reported that Sydney Mehn has begun her role in the Administrative Assistant's position beginning May 22, 2017, and Samantha Leber has also begun her role as a Library Assistant beginning May 15, 2017. Samantha will be replacing the vacancy left open with Linda Dekker's retirement. Erickson reported that the Public Services Manager had posted for the job of Librarian to replace Debra Voss who will retire on June 30, 2017. Interviews for the position have started, with the hope of the position being filled by late June or early July.

4.2 UPDATE ON MARKET RESEARCH/FOCUS GROUP PROJECT.

Erickson reported that in researching Mead's branding and communicating our message to the community, a market research group was hired to come up with data based on a focus group hired. The focus group participants were paid \$50 gift cards to participate in a one hour session. Data reported back is to be announced as it becomes available.

4.3 PUBLIC LIBRARY SYSTEM REDESIGN (PLSR) PROJECT UPDATE.

Erickson reported on the ongoing PLSR project. The goal of the group is to redesign and consolidate services for the numerous Wisconsin library systems in the hopes of creating one system of shared workgroups. Erickson predicted the group is approximately a year away from a proposal. More information to be announced as it becomes available.

4.4 UPDATE ON CITY HALL RELOCATION PROCESS

Erickson reported that the City of Sheboygan Aldermen have decided to refurbish City Hall. The question of where to put staff during the construction process has been brought to Mead's attention. The hope of the City is that they will be able to utilize City buildings downtown to put displaced staff until the project can be completed. The board determined that they are happy to try to help, but that it should not impact patrons at all. Future discussions to be had as more information becomes available.

4.5 UPDATE ON RFID PROJECT.

Technical Support Services Manager Diane Kallas reported that approximately 64,000 high priority items of the library 1st floor collection had been tagged so far, with approximately 10,000 more items to go before they can move on to 2nd floor. New self-check units, as well as security gates are to come with the ability to work with the RFID system. We will continue to barcode also so that our inter-library loan system will still function smoothly. More information to come as it becomes available.

4.6 UPDATE ON SERVICES AND PROGRAMMING.

Librarian Matt Beinemann reported in the absence of Public Services Manager Melissa Prentice on the ongoing May programs. Beinemann reported that the middle school outreach has gone well so far. He has visited Farnsworth, Urban, and Horace Mann middle schools, with excellent library card and Summer Reading Program sign-ups. He also

reported that the Summer Reading Program had an early start date this year of May 15th, and has produced approximately 780 people signed up so far in all 3 programs. Beinemann informed the board of upcoming events which include the June 7th Civic Lab, and the June 14th Acuity Cool Picks Summer Reading Program kick off.

4.7 **APRIL STATISTICS.**

Erickson and DeAmico reported on the April statistics, which raised some questions. Consensus was that the spreadsheet will be re-evaluated and re-sent if incorrect. In general, book check-outs were down, inter-library sharing was down, e-books were up, and programming is up.

5. **ELECTION OF OFFICERS**

5.1 **NOMINATIONS FROM THE FLOOR AND ELECTION OF OFFICERS FOR 2017-2018 (CLOSED BALLOT PERMITTED)- PRESIDENT- VICE PRESIDENT**
Zylman **nominated** Maeve Quinn for President. Whelton **seconded**. No further nominations. Zylman **moved** to close nominations. Nelson **seconded**. The motion **passed**. Nelson **nominated** Kathie Norman for Vice-President. Whelton **seconded**. No further nominations. Nelson **moved** to close nominations. Campe **seconded**. The motion **passed**.

5.2 **REMARKS FROM OUTGOING AND IMCOMING OFFICERS**

Quinn expressed gratitude to the Board of Directors for allowing her to continue to serve as President.

5.3 **ADOPT SCHEDULE OF MEETINGS FOR 2017-2018**

Schedule to be modified and corrections to be sent out to change November and December meeting dates. Johnson **moved** to accept the modified schedule. Zylman **seconded**. The motion **passed**.

5.4 **APPOINT FINANCE OFFICER FOR 2017-2018 – PRESIDENT**

Quinn appoints Dirk Zylman as Finance Officer for 2016-2017.

5.5 **CONFIRM/PROPOSE ONE BUT NO MORE THAN TWO TRUSTEES FOR CONTINUED SERVICE/ELECTION AS DIRECTORS OF THE MEAD PUBIC LIBRARY FOUNDATION – PRESIDENT**

Quinn appoints herself and Kathie Norman to continue their terms on the Foundation Board.

5.6 **CONFIRM/PROPOSE TRUSTEE TO SERVE ON/FOR APPOINTMENT TO THE MONARCH BOARD – PRESIDENT**

Quinn re-appoints Kathie Norman to continue to serve on the Monarch Board.

5.7 **APPOINT STANDING COMMITTEE CHAIRS AND MEMBERS AS SET FORTH IN THE BYLAWS – PRESIDENT**

Quinn appoints the following members to the committees:

Finance Committee: Dirk Zylman (Chair), Dolcye Johnson, Henry Nelson, Maeve Quinn

Information Technology Committee: Chris Campe (Chair), Kevin Charman-Anderson, Kathie Norman, Kyle Whelton

Human Resources Committee: Kathie Norman (Chair), Meg Albrinck, Nancy Mannchen, Maeve Quinn

5.8 **APPOINT AD HOC COMMITTEE CHAIRS AND MEMBERS AS SET FORTH IN THE BYLAWS – PRESIDENT**

Quinn appoints the following members to the ad-hoc committees:

Bylaws Committee: Kathie Norman (Chair), Dolcye Johnson, Maeve Quinn

Art Committee: Nancy Mannchen (Chair), Chris Campe, Dolcye Johnson,

Building Committee: Not currently active

Marketing Committee: Kevin Charman-Anderson (Chair), Chris Campe, Kathie Norman, Dirk Zylman

6. **LIAISON REPORTS**

6.1 **MONARCH LIBRARY SYSTEM – KATHIE NORMAN**

Tabled, update to come.

6.2 **MEAD PUBLIC LIBRARY FOUNDATION – MAEVE QUINN**

Quinn reports that we will be moving ahead with brochures for estate planning. In addition, the Spring Fundraiser invitation will be mailed out soon. Updates to the website coming soon.

6.3 **FRIENDS OF THE MEAD PUBLIC LIBRARY – GARRETT ERICKSON**

Erickson reported that the Friends have appointed a new set of officers: Joan King will now serve as president.

7. **UPCOMING MEETINGS**

7.1 **LIBRARY BOARD FINANCE COMMITTEE:** June 22, 2017 @ 2:45 pm.

6.2 **FULL LIBRARY BOARD MEETING:** June 22, 2017 @ 3:45 pm.

8. **ADJOURN**

8.1 Whelton **moved** to adjourn the meeting, Albrinck **seconded**. The motion **passed**. The meeting adjourned at 5:39 pm.

MPL Visa Credit Card Purchases
 May 5, 2017 - June 5, 2017

Account #	Amount	Description
25551110-538002	\$ 863.97	Materials purchase
25551110-521800	\$ 220.00	Program supplies
25551100-538001	\$ 1,340.54	Donated purchases - programs/events
25551100-525155	\$ 560.00	ALA Conference Fees - Garrett Erickson
25551100-530100	\$ 26.31	Office Supplies
		Marketing Focus Group - Gift Cards for focus group
25551100-521900	\$ 1,616.40	participants
25551150-523122	\$ 492.00	IT expense
25551150-521700	\$ 10.00	Security expense - Security camera videos
Total Charges for billing period	\$ 5,129.22	

Mead Public Library May-June 2017 Accounts Payables

Vendor	Name	Invoice	Check #	Invoice Amt
900104	ALLIANT ENERGY	4/26/17 - 5-26-17	328524	7,346.66
900201	AMAZON.COM	111-3083780-2016246	328525	531.98
900201	AMAZON.COM	112-2656556-0097840	328525	85.74
900201	AMAZON.COM	112-8911792-3468256	328525	14.99
900201	AMAZON.COM	ACCT #60457817000419	328525	79.96
900201	AMAZON.COM	111-7921596-3493859	328525	133.68
900201	AMAZON.COM	112-8883147-8158669	328525	102.95
900201	AMAZON.COM	039073621411	328525	11.26
900201	AMAZON.COM	11183859052424236	328525	129.00
900201	AMAZON.COM	6045781700041964	328525	126.65
900201	AMAZON.COM	111-2199030-1232205	328525	52.04
900201	AMAZON.COM	114-4105102-1284247	328525	34.96
900201	AMAZON.COM	114-8770812-2873850	328525	22.63
900201	AMAZON.COM	114-8247624-3545824	328525	119.64
900009	AT&T	4/26/17 - 5/25/17	328526	136.71
2716	BAKER & TAYLOR, LLC	2032901869	328527	47.49
2716	BAKER & TAYLOR, LLC	3021604297	328527	14.53
2716	BAKER & TAYLOR, LLC	2032867643	328527	128.15
2716	BAKER & TAYLOR, LLC	3021615968	328527	301.35
2716	BAKER & TAYLOR, LLC	3021615972	328527	21.16
2716	BAKER & TAYLOR, LLC	3021628532	328527	151.53
2716	BAKER & TAYLOR, LLC	5014571732	328527	162.17
2716	BAKER & TAYLOR, LLC	2032885030	328527	3,380.70
2716	BAKER & TAYLOR, LLC	2032875427	328527	3,941.07
2716	BAKER & TAYLOR, LLC	2032901810	328527	2,731.90
2716	BAKER & TAYLOR, LLC	2032885024	328527	1,498.66
2716	BAKER & TAYLOR, LLC	2032919160	328527	2,742.20
2716	BAKER & TAYLOR, LLC	2032919274	328527	3,093.86
2930	CAMERA CORNER	0482561-IN	328528	7,229.50
2428	CAREER CRUISING	C1028885	328529	799.00
4404	CHARTER COMMUNICATIO	MAY 2017	328530	282.99
900081	DEMCO, INC.	BID/CONTRACT C81295	328531	229.34
4420	DEVROU, CHASE	5/8/17 WISNET	328532	86.50
873	GALE GROUP	60577036	328533	291.87
6761	GT GRAPHICS LLC	6761	328534	90.00
6761	GT GRAPHICS LLC	20587	328534	26.00
4469	HENNEPIN COUNTY LIB	MEAD PUBLIC LIBRARY	328535	25.00
900359	KIM DALHAIMER	735492	328536	255.00
11899	LANGUAGE LINE SERVIC	4061182	325537	19.39
2727	LIBRARY MARKET	1087	328538	600.00
12374	MBM	IN194764	328539	481.29
900181	MENARDS	31244	328540	31.48
900181	MENARDS	30941	328540	4.29
900181	MENARDS	30812	328540	74.46
900181	MENARDS	30525	328540	20.89
231	MIDWEST TAPE	95066777	328541	493.89
231	MIDWEST TAPE	95069919	328541	235.10
231	MIDWEST TAPE	95082478	328541	44.49
231	MIDWEST TAPE	2010067240	328541	392.90
231	MIDWEST TAPE	95091900	328541	678.96
231	MIDWEST TAPE	95087701	328541	504.99
231	MIDWEST TAPE	95108267	328541	665.65

231	MIDWEST TAPE	95104516	328541	13.99
231	MIDWEST TAPE	95117354	328541	215.99
4462	O'BRIEN, MEREDITH	186471	328542	17.96
2998	PEASEBLOSSOM MUSIC	7/12/2017 TOM PEASE	328543	800.00
16722	PROFESSIONAL SUPPLY	912798	328544	640.68
1451	SHEBOYGAN MAIL HOUSE	1731	328546	126.15
2364	SHRED-IT USA, LLC	8122343187	328547	73.12
20008	SPECIAL OPERATIONS D	16014	328548	303.00
20008	SPECIAL OPERATIONS D	16013	328548	2,053.00
491	STAPLES ADVANTAGE	8044648578	328549	51.53
622	TRANSACT TECH.	1284979	328550	790.00
900260	UNIQUE MANAGEMENT	446278	328551	286.40
900103	WAL-MART COMMUNITY	711500592068	328552	24.89
900103	WAL-MART COMMUNITY	712900620196	328552	14.97
900103	WAL-MART COMMUNITY	712300302075	328552	37.03
1710	WELLS FARGO FINANCIA	5003979893	328553	726.19
4475	WENDLANDT, LEAH M.	261801	328554	44.99
4476	WIERZBACH, ASHLEY	YSS REGIONAL MEET-UP	328556	40.13
900210	WI LIBRARY SERVICES,	486768	328555	4,937.10
3565	WISNET	7/1/17 - 6/30/18	328557	3,045.00
900044	WISCONSIN PUBLIC SER	4/19/17 - 5/2/17	328558	723.76
2716	BAKER & TAYLOR, LLC	3021639106	328587	273.68
2716	BAKER & TAYLOR, LLC	5014590272	328587	83.00
2716	BAKER & TAYLOR, LLC	3021651748	328587	31.48
2716	BAKER & TAYLOR, LLC	2032938685	328587	1,662.41
6400	C.A. FLIPSE SONS CO.	16519	328631	36.47
2146	CAVENDISH SQUARE	3007421	328632	195.54
900036	COMPUTYPE INC	620895	328633	688.34
900081	DEMCO, INC.	6149383	328634	677.04
900081	DEMCO, INC.	6152989	328634	85.89
900081	DEMCO, INC.	6142484	328634	780.60
438	HVA PRODUCTS, INC.	15-0705	328635	3,530.00
4192	JACK RUSSELL MEMORIA	33482001362962	328636	20.00
4192	JACK RUSSELL MEMORIA	33482002035971	328636	20.00
900181	MENARDS	31867	328637	2.89
231	MIDWEST TAPE	95123308	328638	307.32
231	MIDWEST TAPE	95130105	328638	46.58
231	MIDWEST TAPE	95130844	328638	634.76
231	MIDWEST TAPE	95124345	328638	820.71
4477	NEW READERS PRESS	8360603	328639	59.00
4477	NEW READERS PRESS	8357957	328639	794.43
900107	SHOWCASES	300016	328640	811.08
491	STAPLES ADVANTAGE	8044866096	328641	58.96
3640	TIETZ'S PIGGLY WIGGL	1677	328642	264.88
3640	TIETZ'S PIGGLY WIGGL	#7862	328642	91.61
1176	USS LIBERTY MEMORIAL	34273001275943	328643	9.99
4480	WAUPUN PUBLIC LIB	33487002070134	328644	17.99
4262	WEST BEND COMMUNITY	33357004267873	328645	20.00

Materials purchase
Materials purchase
Patron refund of lost or damaged items
Program expense
Janitorial supplies
Mailing expense - Postage
Janitorial expense
Security expense
Security expense
Office supplies
IT expense
Collection cost of fines and fees
Program expense
Program expense
Program expense
Printer/Copier expense
Refund of Patron lost or damaged items
Travel exp reimbursement - Manitowoc Library
Materials purchase
IT expense
Gas utility expense
Materials purchase
Materials purchase
Materials purchase
Materials purchase
Materials purchase
Janitorial supplies
Materials purchase
Support services supplies
Support services supplies
Support services supplies
Support services supplies
Service contract on Johnson HVAC controls
Refund of Patron lost or damaged items
Refund of Patron lost or damaged items
Building Maintenance
Materials purchase
Materials purchase
Materials purchase
Materials purchase
Materials purchase
Materials purchase
Materials purchase
Support services supplies
Office supplies
Summer kick off at Acuity expense - Donated funds
Summer kick off at Acuity expense - Donated funds
Refund of Patron lost or damaged items
Refund of Patron lost or damaged items
Refund of Patron lost or damaged items

MPL Visa Credit Card Purchases
 April 6, 2017 - May 4, 2017

Account #	Amount	Description
25551110-521800	\$ 154.25	Maker space project supplies
25551150-524110	\$ 1,195.11	Building maintenance supplies
25551110-538001	\$ 157.98	Summer reading program supplies-prizes
25551100-525155	\$ 143.21	Back ground check - Administrative Assistant
25551100-521400	\$ 567.95	Marketing and advertising
25551100-538001	\$ 129.86	Facebook advertising and other advertising cost
25551150-521700	\$ 10.00	Security expense - Security Camera
25551100-530100	\$ 166.96	Office supplies - various office expenses
25551110-538002	\$ 10.54	Materials Purchases
Total Charges for billing period	\$ 2,535.86	

MEAD PUBLIC LIBRARY - 2017 FINANCIAL REPORT - Administrative Services 25551100

ACCT	DESCRIPTION	Y APPROP	APPROP 17	SPENT 17	BALANCE 17	% SPENT
510110	FULL TIME SALARIES - REG		253,802.00	122,438.16	131,363.84	48.24
	SUB TOTAL		253,802.00	122,438.16	131,363.84	48.24
510310	FICA		15,736.00	7,439.93	8,296.07	47.28
510311	MEDICARE		3,680.00	1,740.06	1,939.94	47.28
510320	WI RETIREMENT FUND		16,751.00	7,859.75	8,891.25	46.92
510340	HEALTH INSURANCE	0.00	40,332.00	14,068.00	26,264.00	34.88
510341	RETIREE HEALTH INS		3,408.00	5,342.56	-1,934.56	156.77
510350	DENTAL INSURANCE		4,397.00	2,114.20	2,282.80	48.08
510351	UNFUNDED PENSION LIABILITY		29,650.00	12,354.15	17,295.85	41.67
510360	LIFE INSURANCE		392.00	156.76	235.24	39.99
510400	WORKERS COMP		118.00	49.20	68.80	41.69
510410	UNEMPLOYMENT		2,000.00	0.00	2,000.00	0.00
	SUB TOTAL	0.00	116,464.00	51,124.61	65,339.39	43.90
521100	BANKING FEES		1,200.00	654.76	545.24	54.56
521110	FINANCIAL SERVICE FEES	0.00	2,450.00	1,850.00	600.00	75.51
521400	ADVERTISING & MARKETING	0.00	9,400.00	3,379.97	6,020.03	35.96
521900	CONTRACTED SERVICES		20,200.00	6,428.08	13,771.92	31.82
	SUB TOTAL	0.00	33,250.00	12,312.81	20,937.19	37.03
525155	PROFESSIONAL DEVELOPMENT		4,520.00	2,809.80	1,710.20	62.16
527100	STAFF PARKING - CAR ALLOWANCE		11,000.00	10,182.91	817.09	92.57
527110	TRAVEL	0.00	2,000.00	523.08	1,476.92	26.15
	SUB TOTAL	0.00	17,520.00	13,515.79	4,004.21	77.14
530100	OFFICE SUPPLIES	0.00	9,500.00	3,452.80	6,047.20	36.35
530130	POSTAGE & DELIVERY	0.00	4,500.00	2,147.54	2,352.46	47.72
	SUB TOTAL	0.00	14,000.00	5,600.34	8,399.66	40.00
538001	DONATION PURCHASES	0.00	5,000.00	852.72	4,147.28	17.05
538001-10094	DONATION PURCHASES		0.00		0.00	
538001-10096	DONATION PURCHASES	0.00	0.00		0.00	
538001-10097	DONATION PURCHASES	0.00	0.00		0.00	
538001-10099	DONATION PURCHASES	0.00	0.00		0.00	
539999	MISC EXP (LATE FEES)	0.00	100.00		100.00	0.00
	SUB TOTAL	0.00	5,100.00	852.72	4,247.28	16.72
540215	GEN PUB OFFICIAL	0.00	3,116.00	0.00	3,116.00	0.00
	SUB TOTAL	0.00	3,116.00	0.00	3,116.00	0.00
590255	PARKING ASSESSMENT	0.00	3,000.00	1,782.30	1,217.70	59.41
	SUB TOTAL	201 0.00	3,000.00	1,782.30	1,217.70	
810101	FUND EQUITY	0.00	0.00	0.00	0.00	
810111	SALARY & FRINGE TRUST RESERV	0.00	0.00	0.00	0.00	
	ADMINISTRATIVE COST CENTER TOTAL	0.00	446,252.00	207,626.73	238,625.27	46.53

MEAD PUBLIC LIBRARY - 2017 FINANCIAL REPORT - Public Services 25551110

Account Balances as of: *March 11, 2022*

ACCT	DESCRIPTION	Y APPROP	APPROP 17	SPENT 17	BALANCE 17	% SPENT
510110	FULL TIME SALARIES - REG		723,367.00	362,400.39	360,966.61	50.10
	SUB TOTAL		723,367.00	362,400.39	360,966.61	50.10
510310	FICA	0.00	44,849.00	21,592.90	23,256.10	48.15
510311	MEDICARE		10,489.00	5,049.92	5,439.08	48.14
510320	WI RETIREMENT FUND	0.00	45,053.00	23,202.37	21,850.63	51.50
510340	HEALTH INSURANCE		132,303.00	62,146.78	70,156.22	46.97
510350	DENTAL INSURANCE		9,399.00	4,702.66	4,696.34	50.03
510360	LIFE INSURANCE		1,017.00	645.01	371.99	63.42
510400	WORKERS COMP	0.00	313.00	130.45	182.55	41.68
	SUB TOTAL	0.00	243,423.00	117,470.09	125,952.91	48.26
521800	PROGRAM SERVICES		10,000.00	8,643.50	1,356.50	86.44
521900	CONTRACTED SERVICES	0.00	37,300.00	20,668.39	16,631.61	55.41
525155	PROFESSIONAL DEVELOPMENT		9,000.00	1,793.02	7,206.98	19.92
530205	DISPLAYS		1,100.00		1,100.00	0.00
538001	DONATION PURCHASES	0.00	61,000.00	6,610.63	54,389.37	10.84
538001-10067	DONATION PURCHASES	0.00	0.00	173.23	-173.23	
538001-10097	DONATION PURCHASES		0.00	759.50	-759.50	
538001-10098	DONATION PURCHASES	0.00	639.06	552.60	86.46	86.47
538001-10099	DONATION PURCHASES		21,031.56		21,031.56	0.00
	SUB TOTAL	0.00	140,070.62	39,200.87	100,869.75	27.99
538002	MATERIALS - ALL CATAGORIES	3,269.51	364,234.00	170,752.20	190,212.29	47.78
538100	OTHER CONTENT	0.00	53,600.00	2,859.39	50,740.61	5.33
649200	EQUIPMENT REPLACEMENT	0.00	22,200.00	22,130.01	69.99	99.68
	SUB TOTAL	3,269.51	440,034.00	195,741.60	241,022.89	44.48
538000	TOTAL MATRL'S ACCTS	2 3,269.51	580,104.62	234,942.47	341,892.64	40.50
	PUBLIC SERVICE COST CENTER TOTAL	3,269.51	1,546,894.62	714,812.95	828,812.16	46.42

MEAD PUBLIC LIBRARY - 2017 FINANCIAL REPORT - Support Services 25551150

Account Balances as of:

March 11, 2022

ACCT	DESCRIPTION	Y APPROP	APPROP 17	SPENT 17	BALANCE 17	% SPENT
510110	FULL TIME SALARIES - REG		639,305.00	289,487.27	349,817.73	45.28
	SUB TOTAL		639,305.00	289,487.27	349,817.73	45.28
510310	FICA	0.00	39,311.00	17,447.46	21,863.54	44.38
510311	MEDICARE		13,980.00	4,080.21	9,899.79	29.19
510320	WI RETIREMENT FUND	0.00	32,660.00	16,389.76	16,270.24	50.18
510340	HEALTH INSURANCE		97,822.00	43,260.56	54,561.44	44.22
510350	DENTAL INSURANCE		6,243.00	3,118.16	3,124.84	49.95
510360	LIFE INSURANCE		653.00	373.60	279.40	57.21
510400	WORKERS COMP		291.00	121.25	169.75	41.67
	SUB TOTAL	0.00	190,960.00	84,791.00	106,169.00	44.40
	SECURITY SERVICES (FIRE ALARM- SECURITY GUARDS)	0.00	26,000.00	12,608.00	13,392.00	48.49
521700	SUB TOTAL	0.00	26,000.00	12,608.00	13,392.00	48.49
521900	CONTRACTED SERVICES	0.00	16,163.00	2,950.50	13,212.50	18.25
523122	SOFTWARE MAINTENANCE	0.00	30,000.00	10,454.90	19,545.10	34.85
524110	BUILDING EXTERIOR MAINT	13,370.00	29,840.00	11,545.84	4,924.16	83.50
524124	HVAC MAINT & BOILER INS	0.00	3,000.00	1,128.77	1,871.23	37.63
524126	ELEVATOR MAINTENANCE	0.00	500.00	200.00	300.00	40.00
	SUB TOTAL	13,370.00	79,503.00	26,280.01	39,852.99	49.87
525100	ELECTRICITY	0.00	93,800.00	25,826.76	67,973.24	27.53
525105	WATER	0.00	1,350.00	516.40	833.60	38.25
525110	SEWER	0.00	1,350.00	500.70	849.30	37.09
525120	TELEPHONE	0.00	4,000.00	922.74	3,077.26	23.07
525140	GAS - UTILITY	0.00	31,000.00	15,682.58	15,317.42	50.59
	SUB TOTAL	0.00	131,500.00	43,449.18	88,050.82	33.04
530200	PROG SUPP (CAT & CIRC SUPPLIES)	1,708.03	20,000.00	14,862.33	3,429.64	82.85
530210	OPERATING SUPPLIES	0.00	1,100.00	355.23	744.77	32.29
530222	JANITORIAL SUPPLIES		5,000.00	2,817.89	2,182.11	56.36
	SUB TOTAL	1,708.03	26,100.00	18,035.45	6,356.52	75.65
530255	TOOLS & SMALL EQUIPMENT	0.00	150.00		150.00	0.00
	SUB TOTAL	0.00	150.00	0.00	150.00	0.00
540200	INSURANCE (FIRE)	0.00	5,000.00	4,364.40	635.60	87.29
	SUB TOTAL	0.00	5,000.00	4,364.40	635.60	87.29
642200	IT EQUIPMENT	0.00	19,500.00	6,394.86	13,105.14	32.79
	SUB TOTAL	0.00	19,500.00	6,394.86	13,105.14	32.79
	SUPPORT SERVICES COST CENTER TOTAL	15,078.03	1,118,018.00	485,410.17	617,529.80	43.42
	LIBRARY TOTAL	18,347.54	3,111,164.62	1,407,849.85	1,684,967.23	45.25

MEAD PUBLIC LIBRARY - 2017 FINANCIAL REPORT Version7

GENERAL OPERATIONS 255 FUND

Summary of Expenditures and Revenues

Account Balances as of: March 11, 2022

APPROPRIATIONS AND EXPENDITURES BY COST CENTER

CC	DESCRIPTION	ENCMB 15	APPROP 17	SPENT 17	BALANCE 17	% SPENT
25551100	ADMINISTRATION	0.00	446,252.00	207,626.73	238,625.27	46.53
25551110	PUBLIC SERVICES	3,269.51	1,546,894.62	714,812.95	828,812.16	46.42
25551150	SUPPORT SERVICES	15,078.03	1,118,018.00	485,410.17	617,529.80	43.42
	FUND EQUITY INCREASE					
	Total All Cost Centers	18,347.54	3,111,164.62	1,407,849.85	1,684,967.23	45.25

REVENUES APPROPRIATIONS AND RECEIPTS

ACCT	DESCRIPTION	APPROP 17	RECEIVED 15	BALANCE 17	% REC
411100	REAL ESTATE TAXES	2,305,741.00	2,305,741.00	0.00	100.00
431216-10083	FEDERAL GRANT	0.00	0.00	0.00	
431709	ESLS SHEBOYGAN COUNTY	540,666.00	540,666.21	0.21	100.00
431710	ESLS OZAUKEE COUNTY	11,181.00	11,181.00	0.00	100.00
431711	ESLS BACK UP REF	53,114.00	100,000.00	46,886.00	188.27
431712	ADJ COUNTY RMBRSMNT	37,452.00	37,479.02	27.02	100.07
431722	ESLS LSTA GRANT	0.00		0.00	
434211	STATE GRANT	0.00		0.00	
447606	PHOTOCOPIES	10,000.00	2,980.42	-7,019.58	29.80
447626	DISCARDED BOOK SALES			0.00	
447636	LATE BOOK CHARGES	50,000.00	14,532.95	-35,467.05	29.07
447641	LOST BOOKS	5,000.00	2,797.07	-2,202.93	55.94
447699	MISCELLANEOUS	0.00		0.00	
449901	VENDING COMMISSIONS	500.00	649.23	149.23	129.85
467101	CONTRIBUTIONS	66,000.00	15,718.06	-50,281.94	23.82
469101	SALE OF EQUIPMENT	0.00		0.00	
469501	CASH OVER/SHORT	0.00	0.00	0.00	100.00
468116	E-RATE DISCOUNT	0.00		0.00	
469950	PRIOR YEAR ADJUST	0.00		0.00	
46999	OTHER MISCELLANEOUS REVENUE	0.00		0.00	100.00
492101	INTER TRANSFER-GENERAL FUND	0.00		0.00	
810101	FUND EQUITY	0.00		0.00	
	Total Revenues	3,079,654.00	3,031,744.96	-47,909.04	98.44

MEAD PUBLIC LIBRARY BALANCE OF 2017 COMBINED ACCOUNTS

Account Balances as of:

March 11, 2022

	DESCRIPTION		APPROP 17	SPENT 17	BALANCE 17	% SPENT
510110	FULL TIME SALARIES - REG		1,616,474.00	774,325.82	842,148.18	47.90
510310	FICA		99,896.00	46,480.29	53,415.71	46.53
510311	MEDICARE		28,149.00	10,870.19	17,278.81	38.62
510320	WI RETIREMENT FUND		94,464.00	47,451.88	47,012.12	50.23
510340	HEALTH INSURANCE		270,457.00	119,475.34	150,981.66	44.18
510341	RETIREE HEALTH INS		3,408.00	5,342.56	-1,934.56	156.77
510350	DENTAL INSURANCE		20,039.00	9,935.02	10,103.98	49.58
510351	UNFUNDED PENSION LIABILITY		29,650.00	12,354.15	17,295.85	41.67
510360	LIFE INSURANCE		2,062.00	1,175.37	886.63	57.00
510400	WORKERS COMP		722.00	300.90	421.10	41.68
510410	UNEMPLOYMENT		2,000.00	0.00	2,000.00	0.00
521100	BANKING FEES		1,200.00	654.76	545.24	54.56
521110	FINANCIAL SERVICES FEES		2,450.00	1,850.00	600.00	75.51
521400	ADVERTISING & MARKETING		9,400.00	3,379.97	6,020.03	35.96
521700	SECURITY SERVICES		26,000.00	12,608.00	13,392.00	48.49
521800	PROGRAM SERVICES		10,000.00	8,643.50	1,356.50	86.44
521900	CONTRACTED SERVICES		73,663.00	30,046.97	43,616.03	40.79
523122	SOFTWARE MAINTENANCE		30,000.00	10,454.90	19,545.10	34.85
524110	BUILDING EXT MAINT		29,840.00	11,545.84	18,294.16	38.69
524124	HVAC MAINT + BOILER INS		3,000.00	1,128.77	1,871.23	37.63
524126	ELEVATOR MAINTENANCE		500.00	200.00	300.00	40.00
525100	ELECTRICITY		93,800.00	25,826.76	67,973.24	27.53
525105	WATER		1,350.00	516.40	833.60	38.25
525110	SEWER		1,350.00	500.70	849.30	37.09
525120	TELEPHONE		4,000.00	922.74	3,077.26	23.07
525140	GAS - UTILITY		31,000.00	15,682.58	15,317.42	50.59
525155	PROFESSIONAL DEVELOPMENT		13,520.00	4,602.82	8,917.18	34.04
527100	STAFF PARKING - CAR ALLOWANCE		11,000.00	10,182.91	817.09	92.57
527110	TRAVEL		2,000.00	523.08	1,476.92	26.15
530100	OFFICE SUPPLIES	0.00	9,500.00	3,452.80	6,047.20	36.35
530130	POSTAGE AND DELIVERY		4,500.00	2,147.54	2,352.46	47.72
530200	PROG SUPP (CAT & CIRC SUPPLIES)		20,000.00	14,862.33	5,137.67	74.31
530205	DISPLAYS		1,100.00	0.00	1,100.00	0.00
530210	OPPERATING SUPPLIES		1,100.00	355.23	744.77	32.29
530222	JANITORIAL SUPPLIES/SERVICES		5,000.00	2,817.89	2,182.11	56.36
530255	TOOLS & SMALL EQUIPMENT		150.00	0.00	150.00	0.00
538001	DONATION PURCHASES		87,670.62	8,948.68	4,147.28	10.21
538002	ADULT PRINT		364,234.00	170,752.20	190,212.29	46.88
538100	OTHER CONTENT		53,600.00	2,859.39	50,740.61	5.33
539999	MISC EXP (LATE FEES)		100.00	0.00	100.00	0.00
540200	INSURANCE (FIRE)		5,000.00	4,364.40	635.60	87.29
540215	GEN PUB OFFICIAL		3,116.00	0.00	3,116.00	0.00
590255	PARKING (SPECIAL) ASSESSMENT		3,000.00	1,782.30	1,217.70	59.41
642200	IT EQUIPMENT		19,500.00	6,394.86	13,105.14	32.79
649200	EQUIPMENT REPLACEMENT		22,200.00	22,130.01	69.99	99.68
949999	FUND EQUITY INCREASE		0.00	0.00	0.00	
810101	FUND EQUITY	0.00	0.00	0.00	0.00	
810111	SALARY & FRINGE TRUST RESERVE	0.00	0.00	0.00	0.00	
	TOTAL MEAD PUBLIC LIBRARY EX	18,347.54	3,111,164.62	1,407,849.85	1,684,967.23	45.25



Mead Public Library

Focus Group Key Finding

June 7, 2017

KW2Madison.com

2010 Eastwood Drive
Madison, WI 53704

608.232.2300



Project Summary

Our Overall Communication Goal

Communicate the value of Mead Public Library to the community it serves

- Communicate the value to secure future funding
- Communicate the value in order to serve the community and members in the best possible way
- Change an outdated perception to reflect the current breadth of services and brand identity of Mead Public Library

Research Objectives

1. Find out why users of the library are not making the commitment to become members – Is it a perception issue or other barriers?
2. Learn what perceptions non-members have about the library and the services they offer. Find out why users aren't using more services – Is it lack of understanding? Lack of need? Perception of quality?
3. Determine what messages resonate with non-member users (and to some extent, non-users) to motivate them to become a member, increase their engagement and become more engaged in library services.

Intended Target Audience

1. Users of the library (frequent users preferred) who are not members.
2. Recent new members. This group is a proxy for non-members if recruitment is too difficult with non-members.

Methodology

Qualitative, focus group format with audio message testing

Participation

22 Total Participants

Group 1

8 participants
8 females
All card holders
Heavy users

Group 2

5 participants
3 females/2 males
Card and non-card holders
Mixed usage

Group 3

9 participants
5 females/4 males
All card holders
Lower usage



Attitudinal Breakdown of Groups

Group 1- **Brand Ambassadors**. This group consisted of avid users and supporters of the library. They viewed it as an essential part of their lives. They had an affinity to Mead Public Library and also felt an obligation to be a part of their community library. This was a very vocal group and strong brand ambassadors.

Group 2- **Civic Duty Supporters**. This group supported the library, but were not heavy users. They all felt that the library played a critical role to the community, but didn't have as much of a personal connection. Two of the 5 used the library on a regular basis and 3 did not.

Group 3- **Fair Weathered Supporters**. This group felt they aged out of their need for a library, unless they had kids. Most were members, but not heavy users. They were all younger than previous groups (25-35 age range) and thought the library was important to the community but it wasn't always relevant to them. This group was very vocal in program ideas to add to bring in their demographic.

Awareness of Services

- 1.) Online training courses – 4/22
- 2.) E-content (books, magazines and music) – 20/22
- 3.) Educational programs and workshops – 16/22
- 4.) Makerspace – 4/22 (most needed a definition)
- 5.) Meeting spaces – 16/22
- 6.) Free WiFi and computer access – 22/22
- 7.) Job-finding help – 9/22

We would expect to see higher percentages in an aided question, like this section. Online training courses and job finding programs ranked the lowest. Makerspace ranked low, even after a definition was given. The rest seemed to have a fairly high level of awareness.

CURRENT PERCEPTIONS OF THE LIBRARY

1. **First word = community.** Most view you as a resource, a gathering place in the community and a critical part of the community. The good news is that this question only received 2 negative responses (going out of style and small). Most viewed the library as a resource to the community. There is a strong belief that you are a critical part of the community

“Reliable”

“Helpful”

“Community center”

“Gathering place”

“Learning”

“Community”



“Engagement. It’s really adapting to modern times.”

“Tailored towards young people and kids. I think of kids’ books.”

“I think of children’s literature. Being a teacher and having two kids at home, that’s what I think of when I think of Mead Public Library.”

2. **Access, community and kids programming.** What you do is provide access to educational materials and technology, however, who you do it for skewed a bit towards kids and young families. Participants viewed you playing a critical role because of the basic services you provide members in terms of access to computers, Wi-Fi, educational materials. When folks described who you serve, they tended to concentrate on programming for kids. The breadth of programming was not as apparent in unaided questions vs. aided. In the third group, they viewed the library more of a resource for young families or kids or for when they were students.

“There’s something here for everybody, from the little kids all the way to the grandparents. There’s just about any kind of activity; there’s storytime, puppets, activities for kids, civic engagement, there’s just a bunch of things happening.”

“I come here to get books on anything I need. It’s faster and cheaper than buying something, and it’s available. It’s a resource.”

“It’s a community resource. This is an opportunity where you can come spend little to no money and enjoy or possibly educate yourself and get something out of it.”

“As far as myself, I request a lot of books online and then I pick them up here because Mead library usually doesn’t have what I’m looking for, so I like that another library may have what I’m looking for but I can get it through my own.”

“To get us the materials, print or video, that we need in order for us and our children to learn. It’s a place that we know we can always come to if there’s something we need to know about something that we don’t know.”

3. **Being a member—it’s just what you do.** Why did you become a member? Most participants, across the groups, communicated that they become a member because having a library card is just expected. The first group had a stronger affinity to the Mead Public Library than the other two, which had more of a brand connection to libraries in general.

“It’s kind of a thing that you do. Like, at some point a lot of people learn how to swim, a lot of people get a library card.”

“I stayed a card holder because I wanted to be part of this library.”

“The summer reading program. As a kid it was a great place to go and get books that I’d never seen before and open up a whole new world.”

“I’ve moved all over the U.S. and South America, and I don’t know that I had a card at any other library. It was the breadth of services that brought me in.”

“I’ve always been a card carrier for the library, so when I came here it was just a natural move. My son was going into preschool so I knew at some point I was going to have to assist him with homework. It’s just a must. I grew up reading, so it was a natural thing to go to the library. It’s like going to the DMV, only a better experience.”



"I've always had a library card."

"I moved to Sheboygan specifically because of the library."

4. **Seeking out information about services/programs.** How do you become aware of services/programs? Most are learning from online resources. Some stated the website, through school, through other friends' Facebook postings. There wasn't mentioned of direct communications (email, direct mail, newsletters). Most folks took the initiative to find out information. Some participants requested more information.

"I don't necessarily think it's a lack of services, but a lack of getting information out. A lot of people, unless they're a card holder or coming here on a regular basis, they don't know what's going on."

"I'd go to the Mead Public Library website specifically if I wanted to find out about something going on at the library."

"Website."

"Facebook."

"There's a thing outside that sometimes has free books, if they were to tether that thing to a bulletin board or poster that had information about things that were going on I think that would draw people in because you're right there. A lot of the times I don't know what's going on unless I'm here, so if there's a way to get it out there?"

5. **No major trends in gaps in programming.** What programs would you like to see? More aged-ranged programming. And many mentioned they would like more awareness of current events. The third group was very interactive in coming up with ideas to get Millennials into the library; including Meet-up events, board game nights, chess club. Adding amenities like a café was also noted. This is good news in that, except for the 3rd group, felt that you were meeting their needs. A side conversation did start in two of the three groups though regarding diversity in programming.

"More activities, like for adults. Or meet-up opportunities or board games."

"Board game nights would be fun."

"It would be cool if the library was like a place to meet-up that wasn't a bar. I don't think there's really a place in Sheboygan that isn't a bar where you can meet-up to hang out or play games."

"The loitering out by the front doors gets pretty bad in the summer, and I had talked to a few moms and one mom came up to me upstairs and said 'I can't believe all the swearing that goes on out there, I'm trying to bring my little kids in' and she asked how I felt about it and who we could contact so I've tried to figure out who the alderman is in the area."

"A coffee shop or café added."

"Designated days/times for people with special needs."

"Services for kids who have Chromebooks to be able to do homework with free WiFi."

"More lounge seating."



6. **Diversity of programing questioned.** This is not a true sample of the population, however, several participants mentioned they would like to see more diversity in programming and in author selection.

“More books that we don’t currently have. I’m a black woman, there are authors of books that I can’t get here. I’d have to get certain authors from Milwaukee because the minority population is higher there.”

“I’d be interested in a speaker series that brought in more diverse people. Connecting with different people and different points of view once a month, that would be really fun.”

“Regarding diversity, when it’s been mentioned in two of the three clips I kind of cringed because from what I’ve heard, it’s kind of iffy whether they’re actually making an effort to be diverse.”

“Work more towards showing your diversity and the materials that you’re offering to your clients, to read, view, listen to and be more culturally aware in the stuff or activities you present to us. Don’t be afraid to do something you haven’t done before.”

7. **Losing a critical resource.** What if the library were to close? This question brought a very emotional response from the first and second groups, who had a stronger brand affinity to the library. Many commented in the third group that they would go to another library in a neighboring community. The first group felt this would be devastating. All agree that it would be a great loss to the community. The first group was passionate about the thought of losing this relationship and resource in their lives. They are truly loyal brand ambassadors. One participant said she moved here because of the library. For others with less brand affinity, they would go to another library or purchase books online.

“I would be lost. I still need a hard copy of everything, so I’d be very sad.”

“I would be devastated. What do you do with children who aren’t old enough to go to preschool, but are old enough to learn? Where do you take the children where it won’t cost you a fortune?”

“I’ve lived in places where there wasn’t a city library and the places that don’t have a library are dumber, to put it bluntly. People there are doing less reading, less conversing, less learning. I think the library serves a very, very important social and cultural function.”

“It would create a void that there’s nothing here to fill. It’d be terrible.”

“I go to used bookstores a lot, so I’d probably just increase that.”

“I still like the library experience with my kids. So I would probably venture as far as visiting a few other libraries and then pick one and probably go once a month.”

“I’d have to find a different library and probably drive further away.”



MESSAGING RECOMMENDATIONS

All three groups preferred the messaging clip titled *More than a Building* and had similar comments reflecting their likes and dislikes regarding the messaging.

More than a Building

Your library does more for the community than most folks realize. In our community, Mead Public Library helps people find jobs, gather together, teach our children, find free entertainment options and be enriched through the world of books. Our building is just the beginning. We help every generation with services that support lifelong learning, growing, enrichment, diversity and community connections. Above and beyond the books and movies and banks of computers, our library gives the people of this community a place—a real place—to learn, interact and imagine. It's a place where everyone is welcome. Where mom and kids can connect during story time. Where seniors can keep up with old friends and changing technology. Where teens can hang out after school, neighbors can meet with local leaders and small business owners can find knowledge and support. And yes, it's also a place where members can download e-books, access online tools and tap a network of national resources, too. On and off-line, Mead Library is helping to enrich our community in all the places where life in Sheboygan happens.

Here were some common themes in feedback:

"More than a building rings the most true to me. I'm somewhat of a small business specialist, so I'm a little skeptical because I haven't tested the resources here for small businesses, so the "Future focus" feels a little shaky. The "Strong communities" message kind of bothered me because they made a bridge between books and learning, and the future is tech, e-books, computers and movies. So I think it falls short of what the library is and does. The third one just fell short because they left some things out, and there's a lot more in there that makes me strong."

"If I had to lean in one direction it would be 'More than a building', definitely. The phrase 'a place to learn, interact, imagine' pretty much sums it up. You come here to learn, to interact with other people or books or movies, and imagine. When we were little, when you read that's what you did: you imagined you were in that place."

"I've been reading about 'third places,' which is the concept of after home and work you have a third central place. A library is a great third place."

"Welcomes everyone."

"It gives the community a place."

"Very positive feeling overall."

"I liked the "building" aspect of the message. Be sure to keep in the building."

"The library provides the ability to use imagination."

"They mentioned the wide breadth of services for all generations. Also that it's no-charge services"

"I felt that this was much more inclusive of everyone. When I think of the library, that last message is what I think of. When I describe the library to my family that's what I would promote, the things that were in there like lifelong learning and how there's something for everyone."

"I thought it made the library seem more alive, you know? Like it's not just a place to come, sit down, be quiet and read."



There's community events, there's stuff for kids to do, I really like the message that it's not just a building."

Favorable phrases: Lifelong learners

"I like their mention of lifelong learners."

"I also liked the part about diversity and how it said 'lifelong learners' because a library is about culture and sharing that with the community."

"Being a resource for lifelong learners is key. And the idea of infrastructure, it's just as important as a bridge, banks, it's just as important as all those things to the community as a whole."

Favorable phrases: Inclusion

"Something for everyone."

"Everyone is welcome"

Favorable phrases: All ages generations

"Hearing the phrase 'across generations' jumped out at me."

Other phrases:

"I like how she drew a link between other fundamental infrastructure, like roads and bridges. The idea that the library is part of the key infrastructure of the community."

"The idea of strengthening the community by moving forward, but also evolving with technology so they're showing that they're not stuck in the past and that they can cater to people of all ages."

"I liked the phrased 'technology has evolved and we're evolving with it.' I also liked 'books aren't going anywhere' but they're also not opposed to welcoming the new."

Even though it was only an abbreviation, one participant liked "Mead Library" as opposed to "Mead Public Library" as this reminded her of the old outdated library of the past.



MESSAGING RECOMMENDATIONS

- The perception of the library being outdated and a “book warehouse” was not represented in these focus groups. For the most part participants understood that you have adapted to technology and are providing services beyond books.
- Your brand message should center on your position in the community, and the services should be proof points. In talking about technology and future focused services, don’t forget the sense of place. Even though people know they can access services outside to the libraries walls, they still see Mead Public Library as a central part of the community. In the “More than a Building”, the message that seemed to resonate was “a building as well”. The sense of place is strong. The great news is that you are seen as part of the fabric of the community, as a community center, and a community resource. Embrace that.
- Don’t focus too much on technology. People want to access the library on their own terms, which can mean in person and in a personal manner. It’s expected that you’re online and have e-books, etc. It’s the sense of place that people bond to you.
- Develop more diverse programming, or communicate the programming that already exists better. These were unaided comments made by supporters, so there is validity in their perceptions.
- Communicate what makes Mead Public Library over other libraries. What do you do that’s unique? Combat the “just a library” perception.
- Communicate services and programs for all ages whenever possible and help other citizens see themselves in the library. Consider an advisory group of young professionals that can help shape programming that is attractive to their generation.
- Develop more outbound marketing tactics (email, text programs, social media) about events, programs and services. Increase efforts on Facebook, email, texting, etc.

CITY OF SHEBOYGAN

REQUEST FOR CAPITAL IMPROVEMENTS COMMISSION CONSIDERATION

ITEM DESCRIPTION: Res. No. XX-17-18. A Resolution approving the Capital Improvements Program for the program period 2018 - 2022 and adopting the program for implementation.

REPORT PREPARED BY: Nancy Buss, Finance Director

REPORT DATE: June 9, 2017

MEETING DATE: June 12, 2017

FISCAL SUMMARY:

STATUTORY REFERENCE:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

The Capital Improvements Commission met on May 31, 2017 to review the 2018 – 2022 Capital Improvements Program (CIP) requests from departments. Requests for mandatory projects involving Federal, State and County funds were identified. The Commissioners rated the requests for borrowed funds other than mandatory.

In the past, the Common Council relied on Res. No. 347-96-97 which established a debt policy to limit per year the issuance of new General Obligation Debt to \$3,000,000 for non-TIF projects, and to issue debt that for TIF purposes, when added to the total General Obligation Debt, shall not exceed 60 percent of the debt limit or 3.0 percent of the equalized valuation for the city, except for borrowing purposes of complying with Federal or State mandates, administrative agency regulations, or court orders.

STAFF COMMENTS:

Information attached for the Commissioners review include:

1. Mandatory projects utilizing G. O. borrowed funds totaling \$2,693,725.
2. Rating of requests for projects funded through borrowed funds other than mandatory projects totaling \$9,157,138.

A provision of Res. No. 347-96-97 included an inflationary indexing feature based on an increase in the equalized valuation of 3.6 percent per year. Utilizing an inflation calculator, the cumulative rate of inflation since 1997 is 53.69 percent raising the limit to \$4,610,761 in today's dollars. The resolution also refers to total debt (General Obligation and TID Debt) shall not exceed 60 percent of the debt limit or three percent of the equalized valuation for the City. The non-TID debt limit of three percent of equalization valuation in 2016 is

\$73,385,817. Total outstanding debt as of December 31, 2016 was \$34,834,531; the outstanding debt as of December 31, 2017 will be \$34,774,581.

The Common Council approved Res. No. 119-16-17 in November, 2016 which established a Debt Management Policy to maintain the city's outstanding General Obligation Debt at 60 percent of the city's debt limit and eliminated an annual debt issuance cap limitation.

Should the Capital Improvements Commission support the CIP, Res. No. XX-17-18 will be forwarded to the Common Council. Based upon past practice, the Common Council will refer the program to the Plan Commission for review and recommendation prior to action by the Common Council.

ACTION REQUESTED:

Motion to recommend the Common Council approve Res. No. XX-17-18, which adopts the 2018 - 2022 Capital Improvements Program for implementation.

ATTACHMENTS:

- I. Res. No. XX-17-18 – Approving 2018 Capital Improvements Program
- II. Spreadsheet:
Borrowed 2018 Capital Improvement Projects ranking

Res. No. _____ 17-18. By Alderperson Bitters, Donohue and Ross.
June 19, 2017.

A RESOLUTION approving the Capital Improvements Program recommended by the Capital Improvements Commission, for the program period of 2018 – 2021 and adopting the program for implementation.

WHEREAS, the Capital Improvements Commission is served with the responsibility of annually considering requests and establish priorities for municipal improvements, and

WHEREAS, the Common Council approved Res. No. 119-16-17 in November, 2016 which established a Debt Management Policy to maintain the city's outstanding General Obligation Debt at 60 percent of the city's debt limit and eliminated an annual debt issuance cap limitation, and

WHEREAS, as of December, 2016, the total General Obligation Debt for the city in the amount of \$34,834,531 is 28 percent of the statutory five percent limitation of equalized valuation of the city.

RESOLVED, it is recommended the Common Council support the issuance of new General Obligation Debt in 2018 of \$ _____ and adopt the 2018 – 2022 program for implementation.

2018 - 2022 CIP Rating Totals	Total Amount	Total GO Debt	Cumulative GO Debt	Rater 1	Rater 2	Rater 3	Rater 4	Rater 5	Rater 6	Rater 7	Total	Average
Total Mandatory Project GO Debt		\$2,693,725	\$2,693,725									
<i>Black Top Hot Patcher</i>	\$62,500	\$55,000	\$2,748,725	11	13	12	12	12	21	11	92	13.143
<i>Washington Av (Lakeshore Dr to S 20th St)</i>	\$1,250,000	\$47,250	\$2,795,975	13	11	13	15	15	18	13	98	14.000
<i>Black Top Hot Patcher Trailer</i>	\$60,000	\$55,000	\$2,850,975	16	13	12	13	12	21	11	98	14.000
<i>North Third St (Broughton Dr to Bluff Av)</i>	\$700,000	\$700,000	\$3,550,975	13	11	13	17	14	21	13	102	14.571
<i>North 17th St (Erie Av to Saemann Av)</i>	\$637,000	\$637,000	\$4,187,975	13	11	13	16	22	21	13	109	15.571
<i>North 13th St (Erie Av to Michigan Av)</i>	\$200,000	\$200,000	\$4,387,975	13	11	13	21	23	21	13	115	16.429
<i>North Seventh St (Erie Av to Superior Av)</i>	\$200,000	\$200,000	\$4,587,975	13	12	13	21	23	21	13	116	16.571
<i>Mead Library Carpet Replacement</i>	\$40,492	\$40,492	\$4,628,467	17	20	10	23	13	9	25	117	16.714
<i>Bandit Wood Chipper (2)</i>	\$123,000	\$123,000	\$4,751,467	15	20	12	21	20	0	19	107	17.833
<i>Zero Turn Mower</i>	\$28,000	\$28,000	\$4,779,467	16	22	11	19	18	0	24	110	18.333
<i>J.C Quarryview Playground Renovation</i>	\$35,000	\$35,000	\$4,814,467	18	24	13	15	20	18	22	130	18.571
<i>Lawn Tractor</i>	\$21,500	\$20,000	\$4,834,467	16	22	12	21	18	0	24	113	18.833
<i>Optimist Park Splash Pad</i>	\$120,000	\$75,000	\$4,909,467	19	21	13	24	21	18	23	139	19.857
<i>One-Half Ton Four Wheel Drive Pickup Truck</i>	\$31,000	\$30,000	\$4,939,467	16	23	12	20	19	27	22	139	19.857
<i>Medium Duty Step Van</i>	\$47,000	\$45,000	\$4,984,467	16	23	12	19	21	27	23	141	20.143
<i>Three-Quarter Ton Two Wheel Drive Pickup Truck</i>	\$94,500	\$94,500	\$5,078,967	16	22	12	20	23	27	23	143	20.429
<i>GIS System</i>	\$100,000	\$100,000	\$5,178,967	14	20	12	21	19	36	21	143	20.429
<i>MSB Building Improvements</i>	\$65,000	\$65,000	\$5,243,967	19	24	15	19	22	24	22	145	20.714
<i>Smithco Super Rake</i>	\$18,500	\$18,000	\$5,261,967	16	24	18	22	18	27	23	148	21.143
<i>Mead Library Phone System Upgrade</i>	\$26,896	\$26,896	\$5,288,863	16	22	12	25	14	36	25	150	21.429
<i>Lakefront Maintenance Garage</i>	\$50,000	\$50,000	\$5,338,863	15	21	18	24	22	36	21	157	22.429
<i>Utility Service Vehicle</i>	\$13,000	\$12,000	\$5,350,863	17	23	0	24	22	27	24	137	22.833
<i>City Hall Renovation</i>	\$6,500,000	\$6,500,000	\$11,850,863	13	18	22	20	21	9	18	121	17.286

Note: The lower the average number, the higher the priority.

Mead Public Library Statistics - May 2017

	May 2016	May 2017	Monthly % Change 2016 vs. 2017	Year-to-date 2016
Circulation Transactions				
Adult Materials	30,376	30,821	1%	164,586
Teen Matrials	1,130	1,289	14%	5,445
Children's Materials	12,884	13,131	2%	72,726
Total Adult & Children's Materials	44390	45241	2%	242,757
Interlibrary Loans (Transits)				
Items provided to libraries	6,648	5,455	-18%	37,274
Items received from Libraries	4,006	4,234	6%	22,467
Total Interlibrary Loans (Transits)	10,654	9689	-9%	59741
Uses of E-Content				
E-Books (Overdrive)	3,041	4,309	42%	16,705
E-Audio (Overdrive) - Freegal	2,285	1,792	-22%	11,989
E-Video (Overdrive) - Hoopla	131	227	73%	602
E-Magazines (Zinio)	364	129	-65%	1,025
Total Uses of E-Content	5821	6457	11%	30321
Library Visits				
Gate count	30,842	28,015	-9%	141,898
Reference Inquiries				
Reference Inquiries	2,493	2,297	-8%	10,529
Users of Public Internet PCs				
Library workstations	4,108	3,657	-11%	22,032
Wireless Sessions	13,874	13,690	101%	45,965
Number of Registered Users				
Resident				27,939
Non-Resident				10,575
Total Number of Registered Users				38514
Programs (Number of Programs, Attendance)				
Children (0-11) Number of Programs	36	41	14%	221
Children (0-11) Attendance	1,012	1,311	30%	5,243
Teen (12-18) Number of Programs	2	5	150%	17
Teen (12-18) Attendance	16	110	588%	239
Adult (18+) Number of Programs	19	23	21%	117
Adult (18+) Attendance	384	224	-42%	2,602
Total number of Programs	57	69	21%	355
Total number of Attendance	1,412	1645	17%	8,084
Conference Room Utilization				
Rocca Meeting Room	6%	4%	-2%	23%
Loft Meeting Room	19%	5%	-14%	29%
2nd Floor Small Meeting Room	37%	9%	-28%	33%

Year-to-date 2017	YTD % Change 2016 vs. 2017
157,504	-4%
5,841	7%
70,406	-3%
233,751	-4%
28,998	-22%
22,565	0%
51563	-14%
20,237	21%
8,745	-27%
1,187	97%
666	-35%
30835	2%
149,949	6%
10,581	0%
18,668	-15%
64,260	140%
25,543	-9%
10,036	-5%
35579	-8%
337	52%
9,939	90%
31	82%
546	128%
158	35%
2,249	-14%
526	48%
12734	58%
21%	-2%
18%	-11%
25%	-8%

Monday, August 21

How to Turn Your Library Board into an Effective Team



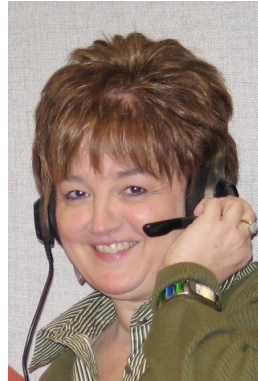
Amy Climer
*Climer Consulting
Asheville, NC*

High-performing boards are also high-performing teams. However, just like other types of teams, boards can be challenging. At times, collaboration can lead to innovative, amazing solutions that one person alone could not have created. On the other hand, boards can get caught up in ineffective conflict, resentment, and decreased effectiveness. In this workshop, we will explore the research and best practices on leading teams and how that applies to library boards. We will examine what makes teams effective and successful, and what makes them fall flat. You will have the opportunity to analyze your board to determine how it can become more effective and successful. You will leave with an action plan for your next steps to making your board into a high-performing team.

Amy Climer is the owner of Climer Consulting, a small consulting practice that helps teams be more creative. Since 1995, she has worked with hundreds of groups teaching creativity, leadership and change, team development, and facilitation skills.

Tuesday, August 22

Policies for Results



Bonnie McKewon
*Consultant, State
Library of Iowa*

Policies for Results is a fresh way of approaching policy development by looking at constructing policies in 4 parts: the philosophy statement, the regulations, the procedures, and the guidelines. Learn how to apply the 4 parts of a policy to a sample topic. Review the board's role in policy development, along with the roles played by the library director and staff. And share your policy pet peeves! Based on the book from the Public Library Association, *Creating Policies for Results: From Chaos to Clarity*.

Bonnie McKewon is a consultant with the State Library of Iowa (Northwest District office in Sioux City) providing library management training and consulting for 92 public libraries in 14 Northwest Iowa counties. She has conducted training for public library staff and boards for over 20 years, presenting workshops on a wide variety of topics, from presentation pointers to formulating smart survey questions, from succession planning to encouraging tech savvy trustees.

Wednesday, August 23

Engaging Your Board, Staff and Community in Strategic Planning



Sarah Armstrong
*Sarah Keister Armstrong
& Associates*

and



John Keister
*John Keister & Associates
Chicago, IL*

To remain a cornerstone of information, learning and culture, today's library must strategically position itself to adapt to change. A successful strategic plan must reflect the thoughts of all key stakeholders—users, taxpayers, leadership, staff and community partners.

Engagement from the board, staff, and community provide a framework for the library to define its vision and organizational goals according to the needs of its community, help position it to react to changing trends, and produce actionable goals to guide decisions.

Learn how to engage library stakeholders—board, staff, and community you serve—to plan for your library's future.

Sarah Keister Armstrong specializes in providing community needs assessments and strategic planning services to libraries. John Keister, owner of executive search firm John Keister & Associates, has more than 30 years of experience working with respected corporations and libraries of all sizes.

Thursday, August 24

Everyday Advocacy



Donna McDonald
*Director of the Arkansas
River Valley Regional
Library System*

Many public library users are unaware of the funding challenges faced by their local libraries. As library board or Friends group members, part of your responsibility is to advocate for your library at the local, county, and state level. In this webinar, you'll learn about some common perceptions about advocacy, develop your proactive advocacy skills, and learn how to use the "Pixar Pitch" to tell your library's story, and more.

Donna McDonald is the director Arkansas River Valley Regional Library system, which incorporates seven local libraries serving Franklin, Johnson, Logan and Yell Counties. Donna volunteers at the national level with the American Library Association (ALA), and is involved with ALA division United for Libraries, the Association of Library Trustees, Advocates, Friends and Foundations. Her additional work with ALA includes: the School Library Taskforce, the Committee on Library Advocacy, the Advocacy Coordinating Group, and the Certified Public Library Administration Review Committee.

Friday, August 26

The Beginnings, Current Status and Next Steps of PLSR

The Public Library System Redesign (PLSR) Steering Committee and workgroups have been working on new coordinated service model concepts over the last year and during this next year, with continued input from our library community, will be more fully developing their model ideas. The goal of the process is to identify models to maximize the investments made into coordinated services and to improve services to public libraries and the citizens of Wisconsin. In addition to providing background about PLSR, participants from the Steering Committee, workgroup leadership and the Department of Public Instruction will provide an update on the progress of the project to date. This will include the status of activities and model development of the workgroups, the Steering Committee's process and timeline, and how you can be involved! To learn more about PLSR, please visit: www.plsr.info.

Panelists:

- John DeBacher, Director, Public Library Development, Division for Libraries and Technology; DPI Liaison to the PLSR Steering Committee
- Tasha Saecker, Assistant Director, Appleton Public Library; PLSR ILL/ILS Workgroup Facilitator
- John Thompson, Director, Indianhead Federated Library System; PLSR Steering Committee Chair



John DeBacher is the Director of Public Library Development for the Department of Public Instruction. Previously, John was the Public Library Administration Consultant for DPI. Prior to joining DPI, John was a public library director for fifteen years, including 10 years as the director of the Monona Public Library. John also served as a librarian in the Chicago Public Library system.



Tasha Saecker has been the Assistant Director for the Appleton Public Library for the last six years. Previously she was the director of the Elisha D. Smith Public Library in Menasha and the Caestecker Public Library in Green Lake. Tasha has served on multiple boards in the state and currently is on the WiLS Board. She is an active blogger with a focus on literature for children and teens. She is a facilitator for the PLSR ILL/ILS workgroup.



John Thompson has been the Director at the Indianhead Federated Library System since 2007. He is the former director of the Prairie du Sac Public Library. John has presented a series of trustee workshops on director hiring, library law, advocacy, planning and budgeting, and more. He values how Wisconsin libraries share expertise with one another.

Register Online:

www.wistrusteetraining.com
(Click on "Register" tab)

You must register for each session individually. Sessions will begin at 12 p.m., are 60 minutes, and will be recorded.

Questions?

Contact Jean Anderson
South Central Library System
608-246-5613
jean@scsls.info



Wisconsin Trustee Training Week was coordinated by the South Central Library System, and is supported by the following public library systems:

Arrowhead
Bridges
Indianhead
Lakeshores
Manitowoc-Calumet
Milwaukee County
Monarch
Nicolet
Northern Waters
Outagamie Waupaca
Southwest
Winding Rivers
Winnefox
Wisconsin Valley

Support is also provided by the Division for Libraries and Technology and the Institute of Museum and Library Services (IMLS).



August 21-25, 2017

12-1 p.m.

www.wistrusteetraining.com

Friends of the Mead Public Library Meeting Report-6/21/17

- Newsletter will be written by myself and put out quarterly
- Gift of Reading to receive a \$2500 donation for the summer reading program
- Donation of \$3000 to be made to the Imaginarium to fund reference books for checkout (\$1500 was quoted for second set of all books). Friends would like more books to be purchased with the extra \$1500, for the reference section, with second copies purchased right away too. (Library might want to post a sign/plaque of some kind?)
- By-Law change to remove requirement of president to be on the Foundation Board, also By-Laws committee being formed to see if anything else needs amending.
- Question brought up about whether the 3 boards would gather to meet again?
- Presentation was made by Brigette Antoinette Ware about Kunta Kinte festival in Annapolis Maryland-She was inquiring about funding to promote her books during the festival. It was determined that the event does not support the Friend's mission statement.
- Friends were notified of the City's plans for utilizing space in the Library. We will keep them informed as we have more information.