



**SHOREWOOD LIBRARY BOARD OF TRUSTEES**  
**APPROVED MINUTES**  
May 8, 2013

Members Present: Catherine Hansen, Jean Gurney, Martin Lexmond, Patrick Linnane,  
India McCanse, Mariann Maris

Others Present: Elizabeth Carey - Library Director, Angela Andre- Administrative Assistant  
For Item on Web only: Adam Bowser and Emily Passey, Librarians

The meeting of the Shorewood Library Board of Trustees was called to order by President Hansen at 4:05 p.m. in the Friends' Room of the Shorewood Library.

Statement of Public Notice: Ms. Andre stated that the meeting had been posted and noticed according to law.

Consent Agenda

Mr. Linnane motioned for approval of the entire consent agenda. Ms. Gurney seconded and this was passed unanimously.

Planning – Subcommittee

A committee made up of Ms. McCanse, Ms. Maris, Mr. Linnane, and Director Carey met to discuss local consultant Sue Kelley's proposal. Considering the five options offered (by Ms. Kelley) as methods to gather information from the community and stakeholders, the committee is recommending the following plan:

1. Meet with Ms. Kelley to construct an online survey. If produced by Ms. Kelley, the survey cost would be \$150 - \$225, however one of the committee members felt confident that library Board members and staff could create the survey themselves. They could reference other entities such as the WPLA (Wisconsin Public Library Consortium) who have conducted surveys with similar goals in mind.
2. Hire Ms. Kelley to hold three or four focus group sessions, each with a consultant fee of \$600 (including all organization, structure, and refreshments) and lasting about an hour and a half each. Discussions at the focus groups would be driven and guided by the results of the online survey.

Ms. Maris suggested that UWM SOIS (School of Information Science) students could sit in on the process and contribute ideas not only as stakeholders but to use their experience in their schooling as well. Director Carey agreed and added that many of those students are within the age demographic that the library is trying to target. Ms. McCanse agreed and stated that she would suggest this constituency to Ms. Kelley.

Ms. Carey added that the Library already subscribes to Survey Monkey and that revised surveys could be conducted if the committee notices that certain demographics (i.e. non-users) are underrepresented in the initial questionnaire. That prompted Mr. Linnane to question how a "non-user" would be defined.

Ms. McCanse motioned for a vote on the recommendation stated above which would include:

1. Review of the WPLC study
2. Talk with Sue Kelley to determine our needs regarding our own survey

3. Ask Ms. Kelley to summarize the survey results
  4. Engage Sue Kelley to conduct focus groups
  5. The total cost is not to exceed \$1,000 (added by Ms. Gurney as a friendly amendment)
- The motion was seconded by Mr. Lexmond and passed unanimously after a vote. President Hansen thanked Ms. Carey and the subcommittee for their work on this project.

### Website Discussion

The trustees were joined by Librarians Adam Bowser and Emily Passey. They, along with Director Carey and Administrative Assistant, Angela Andre make up the web development committee for the library. A memo was distributed explaining the team's progress in interviewing potential web developers and outlining the project. Ms. Hansen asked that ADA standards be a required feature for the web site. Ms. Passey explained that although their project outline did not specifically require that developers follow the ADA guidelines (because they are not mandated), staff does take this matter seriously. The team has discovered, from their discussions with the vendors, that integration of ADA requirements is now standard practice in all web development.

There was discussion of various aspects of the project outline. The platform, whether it be WordPress or a proprietary CMS (content management system) must allow the library staff to have complete access to content change so that updates can be made easily while keeping the look and branding consistent. Director Carey ranked the ability of the company to contribute innovations and ideas highly in their decision making process.

Ms. McCause wondered if the ideas that came from developers would have a library perspective. Ms. Passey addressed her concern, stating that each of the agencies were presented with research on library ideas/perspectives with focus on marketing awareness. Ms. McCause added that the developers could perhaps use the results of the surveys and focus groups that will be held by Sue Kelley to give further direction to the site. Director Carey noted that since web development can involve many changing variables such as platforms, target group focus, etc., it is possible that the design process may be done in stages and upgrades.

Next, the team will be reviewing the proposal of each design firm and determining preferences. Director Carey reminded the trustees that although this is in large part a technology-based project, it is also a design undertaking and matter of working closely with the developers and is therefore also a subjective decision. Ms. Gurney expressed her appreciation for the efforts made by the web team. In order to keep the process moving, it was decided that the Board would hold a Special Meeting where the web team could present their recommendation of which web development agency to hire. The meeting will be held Wednesday, May 22, 2013.

### Compensation Discussion

Director Carey stated that the Wauwatosa Library is currently conducting a survey to establish the pay ranges within MCFLS. She asked that they hold this discussion until those results are available.

### Public Art Committee Request

At the suggestion of Director Carey, the Public Art Committee of Shorewood is asking for use of the library space for a three-day juried "Plein Air" art exhibit and auction. During the event which starts on September 19 and 20, 2013, artists would paint around Shorewood "in the open air", and then submit their works for judging and monetary prizes. During a gala on Saturday, September 21, the art would be displayed in the library for viewing, sale, and a silent auction. The artists would receive 65% of the profits, with the remainder going to the Public Art Committee. The PAC would be responsible for all aspects of the event including permits, set-up, catering, insurance, hosting and clean-up. The library already has an art-hanging system in place so the only impact would be use of the space and possible staffing. The gala would be open to the public with no admission fee. The committee is actively seeking sponsors for the event and as an incentive, anyone could sponsor an artist to paint an image of a specific building or area of Shorewood, whether it be a business or residential.

Ms. McCause thought such an event could mean great exposure and recognition for the library. Ms. Gurney asked that the Director confirm whether or not the Art Committee would be taking care of the cleaning before and after the event. Ms. McCause motioned for approval of the Public Art Committee's proposal. Ms. Maris seconded and the motion passed unanimously.

### Member Agreement Discussion

The purpose of this item was to make the Trustees aware that as a system, MCFLS could be moving to the next level of software and the way they choose to pay for that upgrade may have a significant impact on the Shorewood Library.

### Officers Nominating Committee

As announced by President Hansen:

Mariann Maris has agreed to stand as Library Board Chair; Jean Gurney has agreed to take the position of Board Secretary; India McCause will be on the Personnel Committee. Mr. Linnane will serve on the Finance Committee. The Village has two candidates up for Library Board seats and they will likely be appointed at their next meeting.

### Friends of the Shorewood Library Liaison Report

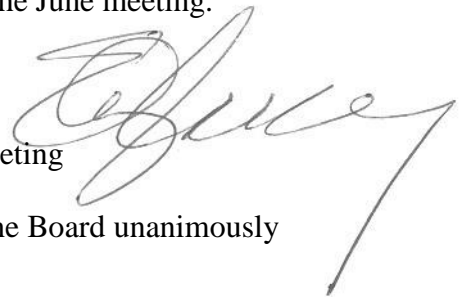
At their last meeting, the Friends agreed to fund several summer library programs. Priscilla Pardini has taken over as President of the Friends and has requested that subcommittee form to review their Bylaws. The Friends will also be discussing budget and future planning.

### Trustee Essential Handbook – Chapter 11 – *Planning for the Library's Future*

President Hansen asked that discussion of this item be tabled until the June meeting.

### Action Items for Future Consideration

- Employee Compensation (Step System)
- Discussion with Sue Kelley and results of subcommittee meeting



Adjournment: Mr. Linnane motioned; Ms. Maris seconded, and the Board unanimously agreed to adjourn at 5:30 p.m.

Recorded by Angela Andre, Administrative Assistant and submitted by Beth Carey, Director of Library Services.