



SHOREWOOD LIBRARY BOARD OF TRUSTEES
May 11, 2022 Approved Minutes

Trustees Present: Elvira Craig de Silva, Alex Handelsman (virtually,) Alex Dimitroff, and Donna Whittle Excused: Leslie Cooley, Jon Smucker, and Interim Superintendent JoAnn Sternke

Others Present: Ling Meng (trustee applicant), Library Director Rachel Collins, Assistant Director Emily Vieyra, and Administrative Assistant Angela Andre

1. Call to order: at 5:15 PM the meeting of the Shorewood Public Library Board of Trustees was called to order by Board President Handelsman.

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

3. No Citizens to be heard on items not on the agenda

4. Consent Agenda:

MOTION: Trustee Whittle motioned for approval of the entire consent agenda. Trustee Craig de Silva seconded. All voted to approve the consent agenda; motion carried.

5. Items pulled from the consent agenda: none

6. No Additional topics not on the agenda

7. Informational: Annual social media report

Librarian Lizzie Hjelle highlighted some key trends and insights from the social media report:

1. Content performs differently on each platform; each platform has its own set of content that viewers want to see.
 - a. Facebook: library events and library news popular
 - b. Instagram: more engagement with visual content and content focused on community building (interactions, sharing patron stories)
 - c. Twitter: good for instant updates (e.g. power outage)
2. Facebook remains our most popular platform although growth was seen over all three in the past year. Facebook is consistently reaching over 2000 users and the highest reach occurred in April during Shorewood Reads.
3. Goals & recommendations for the coming year based on some of these insights as well as industry best practices:
 - a. Incorporate more video content on all of our platforms – these are pushed up to the top by the platform algorithms

- b. Shift to content marketing: show what we have vs. telling
- c. Tailor content to each platform and each user group (we reach very different groups of people on each account)
- d. Continue to seek growth on all three platforms particularly Twitter and Instagram by increasing interactions with other libraries and community organizations
- e. Use paid promotion throughout the year. Past promotions have proven to increase not only page reach but our organic (unboosted) reach surrounding that.
- f. Keep up post frequency

Trustee Whittle asked about our organizational stance on political posting. Ms. Hjelle noted that these guidelines are included in the Social Media policy. The policy includes who and what we interact with (more groups, less individuals).

Director Collins noted that this is the first full year of a designated social media budget.

8. Informational: Planning Committee report

Trustee Whittle reported that the planning committee met on the 20th and reviewed how best to document and report the use of the Lange Bequest remaining undesignated funds. They revised the unused Greater Milwaukee Foundation (GMF) funds policy and added appropriate calendar triggers for those reports to the Director's planning calendar in June and December.

9. Action: Unused Lange Bequest funds policy

Director Collins noted that this amendment to the policy to clarifies how the funds will be used while also creating a bit of flexibility.

MOTION: Trustee Dimitroff motioned to approve the amended Unused Funds from the Greater Milwaukee Foundation (Lange Bequest) Request policy as written. Seconded by Trustee Whittle. All voted to approve; motion carried.

10. Action: Meeting room policy

Director Collins noted the changes to the policy include changes to references to AV equipment access by community room users and removal of references to the North and South sides of the room.

One of the policy stipulations that prevents some organizations from using the space is the requirement that the event be open to the public. To assess whether this requirement could be eliminated, Director Collins researched ALA and Bill of Rights policies as well and looked at the policies of libraries that do not require meetings to be open. She then asked the librarians for their input on eliminating the open meeting requirement. With the assumption that users would continue to conform to all other aspects of the policy (e.g. no social, personal, or family functions; requirement to be a community group or non-profit organization) the librarian team is comfortable with that change.

Trustee Whittle noted that she had questioned the open meeting requirement as some community non-profit groups have difficulty finding free, ADA compliant facilities in which to hold meetings.

Trustee Handelsman expressed concern that this change would increase work for library staff. Director Collins assured the Trustees that staff's role in the meeting rooms is someone hands off. The greatest amount of energy is spent approving the groups, opening the room doors, and locking them after use.

This policy applies only to the lower level rooms, not to rooms inside the library proper.

Director Collins noted that she also reviewed use of rooms by businesses or for-profit organizations as long as they don't conduct anything producing financial gain. Although this is something some other libraries allow, the Shorewood librarian team felt strongly that use should be limited to non-profit and community groups at this time. The idea of offering rooms for rent was also rejected. Director Collins has done research on libraries that accept fees for renting rooms and found that the amount of revenue, the tax on staff, and the need for a kitchen set up among other things made her conclude that this is not the right fit for Shorewood.

One often requested change was to include an allowance for meetings of out-of-court mediations or facilitated visitations that require privacy. These would be organizationally or government based only (not for profit).

The last consideration was to include some language that would give direction for how to appeal a room use denial.

Trustee Whittle asked for clarification regarding the line that states: "The Library reserves the right to refuse a request with less than 48 hours' notice." Library staff supported changing the first line of the paragraph to "The library reserves the right to adjust, rearrange, and cancel..." and removing the last sentence.

MOTION: Trustee Whittle motioned to approve the Meeting Room Use Policy as amended. Seconded by Craig de Silva. All voted to approve; motion carried.

11. Informational: Nominating Committee report

Trustee Craig de Silva reminded the group that the annual Library Board meeting will be held in June where trustees will vote on the new slate of officers.

12. Informational: Quarterly financial report

Director Collins highlighted some items from the first quarter financial report:

1. In general operations – revenues have exceeded expectations and rebounded after the years of quarantine. In expenditures – utilities budget lines are assigned by the Village based on a percentage and are currently out of sync as a result of a known error. The Village has assured Rachel that this problem has been rectified.

2. Other Intergovernmental Payments – at 80% These payments to MCFLS made at the beginning of the year such as cataloging , Integrated Library System
3. Similarly, software purchases, periodicals, and digital materials are also mostly paid off in the beginning of the year.
4. Enhanced operational budget:
In Revenues – Surplus Applied includes a combination of the Lange Bequest and other donated funds which are rolled into this year’s budget with the expectation that the renovation would start. Now that the renovation will be delayed, staff will work with the Village Finance Director to determine how this will be categorized in the 2023 budget

Trustee Whittle noted that repairs and maintenance are nearly expended and Rachel explained that this is due to HEPA filters.

13. Informational: Friends of the Library liaison report

Trustee Dimitroff noted that the Friends’ Board discussed honoring their super-volunteers with a luncheon. The discussed a successful Shorewood Reads event and continued to look at bylaws.

14. Informational: Director Search committee report

Committee chair, Trustee Dimitroff reported that there were ten applicants for the position and the committee is moving forward to interview six of them by phone soon.

15. Possible Action: Library COVID-19 policy

At the April 4, 2022 Village Board meeting, Policy 32: Conducting hybrid and video recording public meetings was approved. In the policy, it states that in-person meetings are the expectation for all village committees, commissions and boards. The policy outlines the option for virtual attendance of a trustee, staff member or consultant similar to a request to telephone into a meeting. Virtual attendance may be granted by the Committee Chair with the agreement of the staff liaison, in our case the Library Board President and Library Director. As discussed at the last meeting, this will likely be infrequent and only for exceptional circumstances.

At the July 28, 2021 meeting, the Library Board trustees agreed to review the Library COVID-19 policy on a monthly basis through the end of 2021, in order to be responsive to public health guidance from the Centers for Disease Control and Prevention (CDC) and the North Shore Health Department (NSHD.) Director Collins recommend that we continue this practice through June 2022. She will add review of the policy to the June 8, 2022 Library Board meeting agenda.

Trustee Whittle supports in-person meetings and also recommended an overall revised policy that clarifies that the latest CDC guidelines will be followed.

16. Informational: Village EDI service agreement

Director Collins reported that at the May 2, 2022 Village Board meeting, a service agreement to conduct an Equity, Diversity, and Inclusion (EDI) environmental scan and strategic plan was approved. She has listed participation in this process as a 2022 library equity commitment objective and I anticipate that future objectives will be suggested once the village EDI strategic plan is completed.

Kairo consultants will focus on an environmental scan of the organization in 2022 and will transition to forming a strategic plan from January – May 2023. Department heads, village staff and community stakeholders will be part of both processes and Director Collins is grateful that library staff will contribute both personal and professional experiences to the work.

17. Informational: Certificate of appreciation

Trustee Whittle read aloud the Certificate of Appreciation honoring Board President Alex Handelsman's service to the Shorewood Public Library.

18. No items for future consideration

19. Possible Action: Closed Session: Director Departure planning

It was moved by Trustee Handelsman and seconded by Trustee Dimitroff to have the Shorewood Library Board enter closed session. By unanimous consent, the Board enter closed session at 6:18 pm for the purpose of discussing employment, promotion, compensation, and performance evaluation of employees. The closed session related to the compensation of the Director. Trustee Handelsman moved to return to open session. Trustee Craig DeSilva seconded, the motion carried, and open session resumed at 6:45 pm.

Upon return to open session, it was moved by Trustee Handelsman to adjourn the meeting. Alex Dimitroff seconded, the motion carried, and the meeting adjourned at 6:46 pm.

20. Adjournment: Upon return to open session, it was moved by Trustee Handelsman to adjourn the meeting. Alex Dimitroff seconded, the motion carried, and the meeting adjourned at 6:46 pm. Recorded by Secretary Donna Whittle.