

Regular meeting of the Marathon County Public Library Board of Trustees, Monday, April 20, 2015. Headquarters Library, Wausau Room.

Present: Scott Winch, Gary Beastro, Sandi Cihlar, William Gamoke, Alison Morrow, Katie Rosenberg, Ralph Illick

Excused: Sara Guild

Others: Leah Giordano, Thomas O'Neill, Becky Schemenauer, Heather Wilde, Elizabeth Scully

The meeting was called to order at 12:01 by Scott Winch. Scott Winch welcomed visitors to the meeting.

A motion was made by William Gamoke to approve the minutes from March 16, 2015 meeting. Seconded by Katie Rosenberg. Motion carried.

A motion was made by William Gamoke to approve the Bills & Services report for March. Seconded by Alison Morrow. Motion carried.

Public Comments – None

Personnel Committee's Recommendation to the Board of Trustees

Evaluation of the Director was discussed. Dr. Hager was present to make sure the evaluation is in line with the County's. Director Illick has completed his self-evaluation. The County has asked the Library Board to ask Director Illick for four to five areas of focus along with one professional goal. President Winch will compile all the results before the next Personnel Committee which will meet before the May meeting. The County would like all evaluations done prior to May 31st.

President – No Report

Other Board Members – Board Member Rosenberg reported on a WVLS scholarship that is available to attend 2015 ARSL Conference. www.wvls.org/arsl-conference-scholarship

Director's Report – Presented in the Board packet and by Director Ralph Illick.

- Meeting with a nonprofit group Connection Place. This group is hoping to open a senior center in Rib Mountain. They would like to possibly explore ways that there would be limited library services throughout the senior center. Had a conversation with the Director of Milwaukee Public Library, Paula Kiely, she was involved in a nationwide RFP for Library Express. This is a smaller more automated library, she has more information she would like to share. This could possibly work for the senior center.

- We rolled out the County Culture Survey this past month. Instead of dividing the County up and staggering them every other year, all departments were involved this time. It was geared more toward aligning departments with County Goals this time. We scored really high with team work, the County scored really high across the board on everything. It was a dramatic improvement from the previous survey. The library will have a team to work on our own goals from the survey.

Board Committees – No Report

Friends of the Library – No Report

MCPL Foundation – Presented in meeting packet

Wisconsin Library Trustees & Friends (WLTF) – No Report

Wisconsin Valley Library Service – Presented in meeting packet

Strategic Marketing Plan

The Library Services Team did put a lot of work into this. We are identifying ways that we want to target new demographics as well as existing library users and improve the way our brand works and be more effective in the way we market our library.

A lot of the things that are goals that are measurable in the marketing report have also been translated over on the County side to what the County Administrator is using for some smart goals.

The Strategic Marketing Plan has been postponed until the May 18th meeting.

Branches Security Survey

We survey the Branch Coordinators at each location and asked them questions. There seems to be some work to be done at Mosinee, most of the other branches seem to be happy with their safety and security at this time. At Mosinee we have a unique situation because we have an upstairs area with Wi-Fi access. When we have an individual working that location in the evening it does bring up security concerns. Director Illick spoke to Jeff Gates about what our plans are. We would like to limit access to the upstairs so it has to be granted by the person working. If we have better control to the access upstairs then we have better security in the evening and know who is supposed to be up there. We are just in the planning stages right now and we also need to communicate this with our regular users.

MCPL Policy Reviews – Meeting Room Policy

We've added some language to clarify what the space is to be intended for. We have had some situations where people who are conducting business attempt to use the rooms, if we didn't disallow that we would become a business office for lots of different kinds of offices. The language came from Corporation Council Corbett, so people aren't using us to conduct business.

A motion was made by Gary Beastrom to accept the Meeting Room Policy as presented. Seconded by Alison Morrow. Motion carried.

Announcements

- The May meeting will be held at Edgar
- Director Illick will be meeting with Corporation Council on RFP

Request for Future Agenda Items - None

A Motion was made by Katie Rosenberg to adjourn the meeting at 12:35. Seconded by Alison Morrow. Motion carried.

A handwritten signature in black ink, consisting of the letters 'ERIL' in a stylized, cursive font. The signature is positioned above a horizontal line.

Library Director