

**WISCONSIN VALLEY LIBRARY SERVICE**  
**Board of Trustees Meeting**  
November 15, 2014  
WVLS Office – MCPL lower level  
Wausau, Wisconsin

NOTE: These minutes are to be regarded as the unofficial record of the meeting until the Board of Trustees has approved them. The next Board meeting is January 17, 2015.

President Tom Bobrofsky called the meeting to order at 9:30 AM.

Roll call was taken by Wendt and a quorum was declared.

**Present**

Tom Bobrofsky, President  
Douglas Lay, Vice-President  
Michael Otten, Treasurer  
Jim Backus, member  
Eileen Grunseth, member  
Peg Jopek, member  
Paul Knuth, member  
Beth Martin, member  
Louise Olszewski, member  
Pat Pechura, member  
Marilyn Sauer, member  
Alice Sturzl, member  
Elaine Younger, member

**Others Present**

Marla Sepnafski, WVLS Director  
Josh Klingbeil, WVLS IT Director  
Kris Adams Wendt, WVLS Consultant  
Augo Hildebrand, WVLS staff  
Susie Hafemeister, WVLS staff  
Chris Heitman, WVLS staff

**Excused**

Audrey Ascher, member  
Tyson Cain, member

**CONSENT AGENDA ITEMS: ADOPTION OF AGENDA AND APPROVAL OF MINUTES** (Exhibit 1)  
**Bobrofsky** asked to adopt the agenda as well as for approval of the minutes of the September 20, 2014 meeting.

**Olszewski/Sturzl motion to adopt the consent agenda items as presented. All aye. Motion carried.**

**Pechura/Knuth motion to approve the minutes of the board meeting of September 20, 2014. All aye. Motion carried.**

**FINANCIAL REPORTS AND CURRENT BILLS:** (Exhibits 2-6)

Olszewski asked Klingbeil for an update on iPad distribution to member libraries. All libraries have received their units except for Marathon Co. Public Library which declined to participate.

**Pechura/Grunseth motion to accept and approve the financial reports and current bills as presented. All aye. Motion carried.**

**REPORTS:**

**RESOURCE LIBRARY:** (Exhibit 7) Members were directed to the MCPL Board minutes and director's report included among their meeting documents.

**WLTF/WLA CONFERENCE:** **Bobrofsky** expressed appreciation to the six board members besides himself who took the time to attend fall WLA Conference on November 4-7, and

gratitude for the opportunity was extended to WVLS in return by those present around the board table. **Sepnafski** also praised the high level of engagement and interest of WVLS board members. High praise was expressed for many conference offerings of interest to trustees in general, and particularly for the two advocacy programs featuring Stephanie Vance which were co-sponsored by WLTF and WLA Library Development & Legislation (LD&L) Committee. **Olszewski** volunteered that the tips provided by Vance validated Withee Public Library board's invitation to Senator Moulton and Rep. Bernier to the 95<sup>th</sup> anniversary event which also honored area veterans. Rep. Bernier attended and the event received excellent publicity.

**COLAND:** (Exhibit 8) **Lay** distributed a copy of the November 14 COLAND agenda and the draft "Strategic Vision for Library Systems in the 21<sup>st</sup> Century" recommendations of the COLAND work group drafted October 28, 2014. The meeting in Columbus was attended by 18-20 colleagues concerned with the system visioning discussion. The two topics that generated the most interest were ILS and system consolidation. Lay called attention to the feedback form on the COLAND website. A final report will be approved for transmission to Superintendent Evers at the January 9 COLAND meeting. COLAND also approved a letter to Governor Walker in support of the DPI/DLT budget proposal for libraries and lifelong learning including system aid, BadgerLink, WISE Learn, and school library aid (Common School Fund).

**WVLS DIRECTOR:** (Exhibit 9) **Sepnafski** reviewed WVLS Trustee appointments and reported that three new public library directors are being welcomed to the WVLS: Ellen Silverling (Loyal Public Library), Kim Geitner (Wabeno Public Library), and Virginia Woods Roberts (Rhineland District Library). WVLS Board members, staff and member library directors assuming 2015 leadership positions within WLA include trustees **Lay** (Wisconsin Library Trustees and Friends (Division of WLA) Vice-Chair/Chair-Elect) and **Sturzl** (Wisconsin Library Trustees and Friends (Division of WLA) Secretary), Crandon Public Library Director Michelle **Gobert** (Wisconsin Genealogy & Local History Round Table (Round Table of WLA) Vice-Chair/Chair-Elect), and staff members **Christman** (Wisconsin Technical Services (Section of WLA) Vice-Chair/Chair-Elect) and **Wendt** (Library Development and Legislation Committee Co-Chair).

**Projects:** Chatterbox Charities, Inc. hosted its 5<sup>th</sup> annual **Amazing Turkey Trot** on Saturday, November 8 which brings community members together for a fun social activity to raise funds to benefit children in need. Beneficiaries included WVLS grants to member libraries for summer library programs. WVLS is in the process of forming a team and submitting a grant application by November 21 for **ILEAD USA – Wisconsin** to become one of five teams selected to represent the state in the program, which seeks to expand library staff members' leadership skills and ability to use participatory technology to address an identified community need. The WVLS project is "Touch the Future, Tap into the Past" which emphasizes sustainable digitization programs as a community need. Members of the team thus far: Inese Christman (WVLS), Emily Pfothenauer (WiLS), Don Litzer (T.B. Scott Library, Merrill), and Todd Mountjoy (Nicolet College, Rhineland). WVLS is one of 14 systems supporting the **Wild Wisconsin Winter Web Conference (WWWC)**, a premier state-wide virtual conference developed by the Nicolet Federated Library System which will be held January 21-22, 2015. More information can be found at [www.wildwiscwinterweb.com](http://www.wildwiscwinterweb.com). The **WVLS annual youth services workshop** was rescheduled from October 16 to December 18.

While vacationing in Seattle in September, **Christman** toured the Seattle Public Library and picked up a copy of their E-Reader "cheat sheet." Thinking that it would be helpful to have something similar available for member libraries, WVLS Database Administrator Ben **Kromholz** updated the sheet (Exhibit 9-3) featured it in a *Digital Lites* post, and placed a PDF version on the WVLS website.

The first meeting of the **WPLC Analytics Subcommittee** met in late September to draft a charge for the group, develop a list of potential questions to answer with data that will lead to outcomes, and determine which products to investigate (Exhibit 9-4). Some expected outcomes of this project are:

- Creating and demonstrating a process, application models, and training for the use of analytics.
- Developing a common vocabulary and understanding of using data across the state.
- Determining ways to use data for developing and improving services
- Determining ways to use data for targeting and promoting services.
- Determining ways to use concrete data about who is using services for advocacy purposes on local and state levels.

**Information from around the state: Marshfield Public Library** received major donation from Roehl Transport, Inc., which will allow the city to begin construction on a new library building in 2015. (*Marshfield News Herald*; 10.29.14) The **Friends of the L.E. Phillips Memorial Library (Eau Claire)** sponsored an adult summer reading program “Spin to Win: Wheel of Reading.” Those who registered received “spin cards” to record their reading which they could return to the library to spin a wheel to win prizes or books, or to enter their name as an additional chance in the weekly drawing for a book of their choice. Grand prize drawings took place at the end of the program. (Edited from Good Ideas from the Network, *The Voice of America’s Libraries*; September/October 2014)

**Lynn Stainbrook**, former director of the Brown County (Green Bay) Library, left her position at the end of October to become executive director of the Rockford Public Library in Illinois. (*Green Bay Press Gazette*; 9.23.14) The **Friends of the Brown County Library (Green Bay)** donated \$7,500 to the library to send 42 staff members to the Wisconsin Library Association Conference. As the Friends president, Jaime Leick, put it, “Staff development keeps librarians up to date on new technology, programming resources, and trends...Library professionals need to be as savvy as the clients they serve – and that requires ongoing learning. Fail to invest and our library will stagnate into irrelevancy.” (Edited from Good Ideas from the Network, *The Voice of America’s Libraries*; September/October 2014)

**Legislative Report:** (Exhibit 9-2) **Wendt** promoted Library Legislative Day on Tuesday, February 17, 2015. While the advertised registration deadline is January 23, WLA would appreciate early registrations from large delegations needing many appointments in order to accommodate special scheduling requests. WVLS is setting an early deadline of **December 8** to assist the Legislative Day Committee’s efforts. **Wendt** also distributed a post-election copy of the WVLS legislative roster by county and encouraged members to send letters of congratulations to their legislators. A preliminary DPI/DLT budget summary was also shared.

**V-CAT COUNCIL:** (Exhibit 10) There was no additional discussion of exhibit 10.

**CONSORTIA IN WISCONSIN:** (Exhibit 11) WiLS was authorized by DPI/DLT to study ILS consortiums in Wisconsin; exhibit 11 is a summary of their report. A number of the concerns, challenges and issues identified with creating a statewide ILS paralleled and validated those of Project WIN. Otten expressed the hope that managed change in this area would be guided by individuals thoroughly familiar with actual library ILS operation.

**WPLC:** (Exhibit 12) There was no additional discussion of exhibit 12.

**2015 MCPL/WVLS RESOURCE LIBRARY AGREEMENT: (Exhibit 13)**

Sepnafski reported that the only addition to the MCPL/WVLS Resource Library Agreement for 2015 is a \$10,000 collection development grant to provide the opportunity for MCPL to add depth to its non-fiction collection in support of the V-Cat collection serving other WVLS area libraries. The MCPL Board approved the agreement at its October meeting. Once approved, the agreement is sent to DPI/DLT.

**Pechura/Olszewski motion to approve the 2015 MCPL/WVLS Resource Library agreement. All aye. Motion carried.**

**2015 HEALTH INSURANCE – Update: (Exhibit 14)**

**Hildebrand** gave an update to the 2015 Employee Trust Fund health insurance report presented at the September meeting. ETF made an error and sent a revision. The estimated employer contribution will be more than originally projected. Martin asked for clarification about the options available to individual employees through the ETF program, which manages the negotiations with individual providers. Rates vary based on geographic location and pool risk.

**CONFLICT OF INTEREST POLICY – Draft: (Exhibit 15)**

Sepnafski introduced a draft copy updating the conflict of interest policy last revised in 1984 and asked for comments. Discussion ensued, resulting in several suggestions to the draft including development of an annual self-reporting form for affiliations. A revised draft will be considered at the January 2015 meeting. When completed, the policy will be appended to the WVLS Board of Trustees bylaws.

**APPOINTMENT of 2015 LAC MEMBERS: (Exhibit 16)**

**Wendt** presented the list of 2015-2016 appointments to the Library Advisory Committee: Anne LaRoche (Simek Memorial Library, Medford), Carla Huston (Thomson Memorial Library, Stetsonville), Cindy Lemerande (Evans Community Library, Laona), Erica Brewster (Demmer Memorial Library, Three Lakes), Kristy Bovre (Unified School District of Antigo), Laurie Ollhoff (G.D. Jones Elementary School, Wausau), and Kelly Knudsen (Lincoln Hills/Copper Lake School - Dept. of Corrections, Irma). Erica Grunseth (Abbotsford Public Library) will serve as 2015 President, with Todd Mountjoy (Nicolet Area Technical College) as Vice-President/President-Elect.

**Otten/Sturzl motion to approve the Library Advisory Committee appointments as presented. All aye. Motion carried.**

**APPOINTMENT OF 2015 V-CAT STEERING COMMITTEE MEMBERS:**

**Bobrofsky** announced continuation of the existing committee members, except for replacement of newly retired Judy Bobrofsky with Kay Heiting (Granton Community Library) as Clark County representative. **Sturzl** will chair the committee. **Pechura** asked for clarification on behalf of Minocqua Public Library regarding appointment of librarians vs. board members as county representatives. **Sepnafski** responded that four of the seven committee members are librarians and that recommendations made by the committee are subject to review by the entire V-Cat Council and full WVLS Board so everyone has input. **Sturzl** elaborated on the committee as a collaborative venture so that directors and board members gained a greater appreciation for one another's perspective. As chair, she suggested it would not be advantageous to change the structure prior to completion of the original charge to the committee, but a rotation system could begin in 2016. **Sepnafski** stated that the committee has enjoyed excellent attendance and participation. It's good that others want to step up and be involved, that the meetings are open to all who wish to attend and additional attendance is welcomed. **Knuth** stated he would be open to receive input from Oneida Co. librarians at any time in addition to the Oneida County Library Board meetings which he, **Pechura** and that county's three library directors regularly attend.

**Jopek/Grunseth motion to continue the current roster of the V-Cat Steering Committee with the appointment of Kay Heiting as new Clark County representative. All aye. Motion carried.**

**APPOINTMENT OF NOMINATING COMMITTEE:**

**Bobrofsky** appointed a Nominating Committee of **Sturzl** (Chair), **Grunseth** and **Olszewski** to present a slate of officers and Executive Committee members at the January 17, 2015 meeting.

**TEMPORARY APPOINTMENT OF CURRENT OFFICERS TO RETAIN DUTIES TO JANUARY 17: Backus/Olszewski motion to temporarily appoint President Bobrofsky, Vice-President Lay and Treasurer Otten to retain their duties from January 1, 2015 through the first 2015 board meeting. All aye. Motion carried.**

**WESSLER SCHOLARSHIP REPORT:** (Exhibit 17)

TB Scott Free Library Assistant Director and Head of Adult Services Don Litzer applied for a Wessler Scholarship to offset the registration cost for annual WLA Conference. **Hafemeister** reported that \$145 is available for disbursement at this time. His application was submitted after the Board's September meeting. Board members were reacquainted with the origin, purpose and criteria associated with Wessler Scholarships. **Lay** asked whether there was any precedent or policy for WVLS assistance to WVLS librarians who were WLA Conference presenters. **Sturzl** suggested that the Board's Executive Committee should address that question in 2015.

**Lay/Otten motion to approve the Wessler Scholarship grant application submitted by Don Litzer in the amount of \$145. All aye. Motion carried.**

**CONCERNS, COMMENTS AND REPORTS FROM AREA LIBRARY PERSONNEL AND TRUSTEES:**

**Sturzl** shared information about future WLA Conferences. **Olszewski** shared newspaper articles about the Withee Public Library 95<sup>th</sup> Anniversary open house which saluted area veterans and was attended by Rep. Bernier. She also passed around a copy of Blaze Orange by Travis DeWitz which mentions Clark County. **Bobrofsky** circulated a Wisconsin Historical Society publication highlighting the Reed School near Neillsville (now one of the WHS historic sites and museums) where he is a docent. **Klingbeil** did a quick update on iPad troubleshooting. **Judy Bobrofsky** thanked the WVLS Board and staff for all they've done to support libraries and librarians during the years she served as Loyal Public Library Director.

**NEXT MEETING DATES:**

WVLS Board of Trustees Executive Committee – date to be determined  
WVLS V-Cat Steering Committee – date to be determined  
Full WVLS Board of Trustees: January 17, 2015 – WVLS Office – 9:30 AM

**ADJOURNMENT:**

**Grunseth/Sturzl motion to adjourn. All aye. Motion carried.** The meeting was adjourned at 11:35 AM.

Respectfully submitted,

Kris Adams Wendt, Meeting Recorder