

**WISCONSIN VALLEY LIBRARY SERVICE****Board of Trustees Meeting**

March 17, 2018

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 May 19, 2018.

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  
 Sonja Ackerman, member  
 Jim Backus, member  
 Tyson Cain, member  
 Christy Janczewski, member (remote)  
 Eileen Grunseth, member  
 Peg Jopek, member  
 Paul Knuth, member  
 Louise Olszewski, member  
 Pat Pechura, member  
 Katie Rosenberg, member  
 Marilyn Sauer, member  
 Elaine Younger, member

**Others Present**

Marla Sepnafski, WVLS Director  
 Anne Hamland, WVLS staff (remote)  
 Augo Hildebrand, WVLS staff  
 Josh Klingbeil, WVLS staff  
 Jamie Matczak, WVLS staff (remote)  
 Kris Adams Wendt, WVLS staff  
 Kyle Schulz, WVLS Staff  
 Judy Bobrofsky, guest

**CONSENT AGENDA ITEMS AND APPROVAL OF JANUARY 20, 2018 MINUTES (Exhibit 1):**

**Lay/Rosenberg motion to both accept the agenda and approve the minutes as presented. All aye. Motion carried.**

**FINANCIAL REPORTS AND CURRENT BILLS (Exhibits 2-8):**

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

**REPORTS:**

**Resource Library (Exhibit 9): Sepnafski** drew the board's attention to highlights of Marathon County Public Library Director **Ralph Illick's** report. **Rosenberg** gave an update on the Library Friends book sale and new roof. The library is excited about hosting and facilitating the [LENA](#) Start project, a community collaboration designed to help parents of children aged birth to three years old with the critical brain development that centers around language.

**WLTF: Backus** reported the WLTF board will meet in one week via go-to-meeting for the first time since last fall. The group will be sponsoring two programs at the WAPL Conference in May.

**COLAND (Exhibit 10): Lay** reported on the March 9 COLAND meeting held in Madison and drew the board's attention to the agenda and summary in their packets.

**WVLS Director's Report (Exhibit 11): Sepnafski** highlighted items from her written report. An announcement of 2018 WVLS Board Appointments, newly elected officers and WVLS Executive Committee members was submitted to all the newspapers in the WVLS seven-county service area following the January WVLS Board of Trustees meeting.

First time Library Legislative Day attendee **Susan Lammert** from Rhinelander District Library sent a thank you letter to **Kris Adams Wendt** for her attentiveness to the WVLS delegation. **Susie Hafemeister** received a thank you card from Colby Community Library Director **Vicky Calmes** for her help and support to complete the public library annual report, while other directors sent post-it note thank you messages on annual reports delivered to the WVLS office.

Spreadsheets and information regarding Act 420 reimbursements (a reimbursement to a library from an adjacent county for nonresident circulations) was shared with member libraries in early March. According to Wis. Stat. 43.12, the library seeking reimbursement for nonresident circulations must submit an invoice to the clerk in the adjacent county by **July 1, 2018**. In turn, the adjacent county must pay the library at least 70% of the cost for that service by **March 1, 2019**. Monthly reminders will be sent to public libraries up to the July 1 deadline.

**Laurie Ohloff**, Assistant Director at the T.B. Scott Free Library (Merrill), has been selected to attend the first-ever Inclusive Services Institute, a professional development and workgroup opportunity for Wisconsin public library and regional system staff who are committed to making Wisconsin libraries more inclusive to all community members and potential library users. The Institute will offer reflective learning experiences on topics of equity and social justice. The Institute will be held March 12-14 and August 12-14, 2018. **Stephanie Schmidt** has been hired as the new director of the Crandon Public Library. She replaces **Michelle Gobert** who resigned at the end of January. Sue Hafemeister and Marla Sepnanski have planned a “new director orientation” visit with Stephanie on March 19.

**Anne Hamland** accepted an invitation to serve as a Public Library System Redesign (PLSR) Model Development Summit attendee. The Summit will bring together 45 interested stakeholders from within and outside the public library community to provide input and guidance to the PLSR Steering Committee as they finalize the recommendations that will be delivered to DPI. The Summit will be held on July 30-31. **Jamie Matczak’s** proposal “*30 Ways to Make Your Library Extraordinary*” has been selected to be presented twice at the 2018 Association for Rural & Small Libraries Conference in September in Springfield, IL. The Selection Committee received over 130 proposals and had the difficult task of weeding the list of presentations to 40.

In preparation for a remodeling and expansion project, the **E.U. Demmer Memorial Library (Three Lakes)** will be closing March 19-24 to move out of their current building into a temporary location. The library is inviting patrons in good standing to apply for a “book foster” program and check out up to 100 library-owned books to take home and “foster” over the construction period. The items checked out will have a date due of January 15, 2019, and will not be visible in the public catalog. Construction work is planned for April through November, with the library moving back into the expanded library in mid-December 2018.

**Steve Hesel** has been hired as new director of the Milwaukee County Federated Library System (MCFLS) Replacing **Bruce Gay**, who resigned in November 2017 to become the Waukesha Public Library Director. The ILS consortium of the **Arrowhead Library System** joined the SHARE Consortium on January 11, 2018. The SHARE Consortium includes all public libraries in three participating regional library systems (Arrowhead, Lakeshores and Kenosha) in Southeast Wisconsin.

**V-Cat Update:** **Kyle Schulz** reported that **V-Cat statistics** were compiled and shared with DPI and member libraries for the public library annual report project.. A **Cyber Security, Privacy and Liability Insurance** policy was renewed in February. Schulz is in the process of drafting a 2019 V-Cat Budget to present to the WVLS V-Cat Steering Committee on March 20. He is registered to attend the April 24-26 **Innovative User’s Group (IUG) Conference** in Orlando, Florida.

**Youth Services Update:** **Anne Hamland** reported the Youth Services Information Exchange (YSIE) discussion at the Jean M. Thomsen Memorial Library (Stetsonville) on Thursday, February 25 was attended by 14 library staff members representing 4 systems: IFLS, NWLS,

SCLS and WVLS. Conversations centered on summer library programs, teen service and outreach. The annual Grassroots Gathering following Children's Book Fest in Rhinelander on the afternoon of March 7 provided additional time for school and public youth librarians to exchange ideas. The next YSIE opportunity is slated for May 8 at the Colby Community Library. Hamland is making an effort to call every librarian serving youth at WVLS member libraries. Feedback gathered during these telephone calls has inspired the implementation of a new blog "Teen Talk" and guest blog posts from WVLS youth librarians, and production of Teen Recommendation Lists, Book Blurbs for young adult titles, and a Google Calendar for Collaborative Summer Performer Booking. **Hamland** shared with board members award winning books highlighted on May 6-7 at Children's Book Fest by the Cooperative Children's Book Center staff.

**WVLS Movie Licensing Project:** **Hamland** reported that all 15 current members of the Movie Licensing USA (MLUSA) group coordinated by WVLS staff are returning for the renewal period covering April 2018 through March 2019. They include: Abbotsford, Antigo, Colby, Crandon, Greenwood, Medford, Merrill, Minocqua, Rhinelander, Rib Lake, Stetsonville, Thorp, Three Lakes, Tomahawk and Westboro. Two years ago, when MLUSA switched from "active card holders" to "service population" as a basis for their three-tiered pricing system, these 15 libraries were grandfathered into a lower rate structure than MLUSA is now offering to new members. Current member rates for the three tiers will increase \$10, \$13 and \$15 so that the smallest libraries renew at \$201, middle range at \$257 and largest libraries at \$301. MCPL has its own separate contract with MLUSA for the Wausau headquarters site. The remaining 9 libraries are all in the smallest tier, except for Neillsville which is considered mid-size. Entry level for those libraries was negotiated down from \$289 to \$231, but no new libraries chose to join. MLUSA does offer single showing licenses with cost based on the film and anticipated audience size for those libraries if interested.

**Continuing Education:** **Matczak** reported WVLS and several other systems co-sponsored the **2018 Wild Wisconsin Winter Web Conference** held on January 23-25. The conference included tracks on *technology trends, organization services, small and mighty, library leadership, and youth services*. Slides and videos of the 19 one-hour sessions may be found on the [Wild Wisconsin Winter Web Conference](#) website under "Recordings & Slides."

**Matczak** and **Hamland** reported on upcoming continuing education opportunities. On March 22, Anne Hamland will be providing a "**LEAN WI Webinar for Webmasters**" for those libraries that have websites hosted by IFLS and WVLS. This webinar, the first in a series to be offered for library webmasters, will review website development practices and how to get started without being overwhelmed, highlight new functions and products, and allow for a Q&A opportunity.

Three additional continuing education opportunities are planned for April: "**STEAM in Youth Services**" workshop at Marathon County Public Library is scheduled for April 3. "**The Ins & Outs of Media Literacy**" on April 5 will focus on media literacy, and what is fake news and what is real. On April 26, "**Show it Off: The Power of Merchandising**" will explain how library displays can impact circulation.

WVLS is collaborating with seven other library systems on a June 7 webinar called "**Dealing with Substance-Abusing Patrons in the Library.**" Additional programs in the works include Tech Days, Response to an Active Shooter, and Serving Older Adults in the Library. More information about our continuing education activities may be found at <http://wvls.org/continuing-education/>.

**Matczak** reported WVLS recently launched a training series called **Digital Bytes**, "bite-sized" trainings of 30 minutes or less, produced and archived in a digital format. The content will be hands on and applicable. The first Digital Byte, "Customer Service, The Role of Positive Language" was shared last week. The goal is to launch at least two trainings per month on a variety of topics, and to eventually involve additional WVLS staff members in the trainings. The Digital Bytes will be linked on our website at <http://wvls.org/digital-bytes/>.

**Legislative Update:** Wendt reported the **Public Library Data and Technology Training bill** (AB572/SB491) was passed by unanimous vote on the floor of both the Assembly on January 16 and the Senate on January 23, and signed into law as Act 142 on March 14 by Governor Walker at the Florence County Library. Representation from the library community at the signing ceremony was coordinated by Nicolet Federated Library System Director **Tracy Vreeke**. WLA and 19 other organizations registered in opposition to **SB713/AB857** which proposed changes to the way the **Board of Commissioners of Public Lands (BCPL)** conducts investments, canceled the state trust fund Loan Program, and had the potential to not only impact contributory earnings to the **Common School Fund (CSF)** which is the sole revenue source for most Wisconsin school library materials, but also lift restrictions on how school districts spend their share of CSF moneys. A hearing was held before the Senate Committee on Government Operations, Technology and Consumer Protection on January 31, but no subsequent committee vote was taken on the bill and it died at the end of the legislative session without further action in either house. **Ackerman** reminded the board that the Wisconsin Educational Media & Technology Association (WEMTA) views changes to the BCPL resulting from successful passage of the statewide referendum to eliminate the State Treasurer on the April 3 ballot as having a potential negative impact upon the Common School Fund.

In the next couple of months, the Wisconsin Library Association Library Development & Legislation (WLA LD&L) Committee will lay out action steps and begin working with the Department of Public Instruction Division for Libraries and Technology (DPI/DLT) staff on **the next budget bill**, seeking to build on the library community's successes in this legislative session. Regular communications with legislators about local library services in the key areas of broadband access, workforce development and lifelong learning will maintain awareness of the importance of state library aid. Keeping the next budget process in mind, library supporters need to remain active and engaged in relationship building throughout the next eight months of campaign season. Offering space for candidate forums and community listening sessions, as well as simply reaching out to all legislative candidates with an invitation to drop in at local libraries for a rest stop, free WiFi and a cool drink of water will create opportunities to provide more information about library services.

**Library Legislative Day** (Exhibit 13): Representing the **Wisconsin Valley Library Service** at **WLA Library Legislative Day** on February 20 were **Virginia Roberts, Susan and April Lammert** (all Rhinelander District Library) along with Susan's husband Dirk and April's son David Sprague, **Heidi O'Hare** (Tomahawk Public Library), **Dominic Frandrup** (Antigo Public Library), **Laurie Ollhoff** (T.B. Scott Library, Merrill), WVLS Trustee **Mike Otten** (Marathon County) and WVLS staff members **Jamie Matczak** and **Kris Adams Wendt**. **Frandrup, O'Hare and Ollhoff** received WVLS Library Legislative Day first time attendee scholarships. Two WVLS area legislators were honored by WLA. **35th District Assembly Representative Mary Felzkowski** (R-Irma) was named WLA Legislator of the Year and **34th District Assembly Representative Rob Swearingen** (R-Rhineland) received a Library Champion award. Rep. Felzkowski's aide **Liz Portz** and Rep. Swearingen's former aide **Matt Wimmer** (now a member of Sen. Testin's staff) were presented with Special Recognition awards. More details and photos are shared in Exhibit 13.

**Federal Budget:** The White House FY2019 budget request calls for eliminating the Institute of Museum & Library Services (IMLS), the only federal agency charged with providing support to libraries and museums, as well as the Department of Education's Innovative Approaches to Literacy (IAL). Congress has the final say over the FY2019 appropriation and efforts by the library community have been effective in winning support. FY2018 funding for IMLS and IAL were maintained at FY2017 levels because of timely advocacy by library supporters. The IMLS Grants to States Program allocated \$2,724,256 to Wisconsin through the Library Services and Technology Act (LSTA). LSTA funding pays for a significant portion of the DPI staff members responsible for leadership and coordination of Wisconsin library services such as the BadgerLink online database, WISCAT inter-library loan, Wisconsin Document Depository Program and

Wisconsin Digital Archives. Library champions in the House have begun circulating what are called “Dear Appropriator” letters to their colleagues in support of FY2019 IMLS and IAL funding.

Copies of February issue of *Municipality Magazine*, also devoted to public libraries and including an article by MCPL Director Ralph Illick, were distributed around the board table by **Sepnafski**. **Wendt** also drew the board’s attention to the March issue of the Wisconsin Counties Association [March issue of Wisconsin Counties Magazine](#) which features Wisconsin Libraries. The issue was produced in collaboration with WLA LD&L. **Knuth** quoted an observation by New York City personality Jimmy Breslin, “If you don’t toot your own horn, there’s no music.”

Other items distributed at the meeting were an updated 2018 WVLS Glossary of library acronyms and terms, the latest 2017 WVLS Statistics booklet, an *School Library Journal* article about St. Croix Falls Elementary School incentives that encourage reading, and the most recent copy of Chapter 43.

**V-Cat Council** (Exhibit 12): **Schulz** referenced the February 1, 2018 V-Cat Council agenda and minutes previously distributed. The Cooperative Circulation Committee’s recommendation to use a one-year expiration date for patron registrations was approved. **Tammy Blomberg**, Director of Rib Lake Public Library, was elected as 2019 V-Cat Chair. ILS Administrator **Schulz** has assumed staff coordination responsibilities for V-Cat Council. The next meeting is April 12.

**Hamland** created two infographic handouts, “**2017 Wisconsin Valley Library Service - Member Library Accomplishments**” and “**Literacy @ Your Library**” for the WVLS delegation to share with legislators on Library Legislative Day. Copies were also included in the *2017 WVLS Statistics Booklet*. Instructions and a link to the pre-made 2017 Infographic template were provided to area library directors and with the Monarch Library System. Additionally, WVLS offered to customize the infographic using finalized annual report data for any library upon request.

**IT Services Integration Project and Strategic Planning Update:** **Klingbeil** reported the Network Equipment Refresh and Active Directory Integration Project has been progressing well and is on track for an end of March completion of primary objectives. Some follow up work with a few member libraries will carry over into April and May to address secondary issues discovered during the project. Preparations have begun for migrating WVLS’ own internal resources into the new Active Directory, including review of file server contents and structure, as well as logistics of computer maintenance for employees working primarily remotely. The revised WVLS Technology Strategy and Technology Plan addresses anticipated restructuring of some staff/roles at WVLS and LEAN WI partner Indianhead Federated Library System, and associated challenges. Assuming acceptance of a joint LEAN WI Technology Strategy and Plan, the new WVLS Technology Plan for July 2018 - June 2023 will include participation in the LEAN WI technology resource sharing partnership and adherence to the LEAN WI strategy.

**Collaboration and Innovation Grant** (Exhibit 14): **Hamland** drew the board’s attention to the reports submitted by Collaboration and Innovation Grant recipients Colby Community Library and Rhinelander District Library. **Bobrofsky** elaborated on the design and grand opening of the Colby Community Library.

**2017 WVLS ANNUAL REPORT – retroactive approval** (Exhibits 15a and 15b): The report was signed by **Bobrofsky** and delivered to DPI by deadline. There were no questions or concerns raised for discussion. **Sepnafski** shared that there were no issues of noncompliance found in the WVLS audit of any member public library annual reports. All 25 member public libraries indicated in the system effectiveness section of the annual report that WVLS provided effective leadership in 2017. Favorable comments were reported in the areas of consulting, customer service and technology support. **Knuth/Pechura motion to retroactively approve the 2017 WVLS Annual Report. All aye. Motion carried.**

**DISPOSITION OF 2017 UNENCUMBERED BALANCE/2018 BUDGET REVISIONS (Exhibit 16):**

Sepnafski reviewed exhibit 16 and her recommendation for the unencumbered balance of \$114,000. Her recommendation for staff raises is covered by the approved 2018 budget, after adjustments to the wages and benefits lines following the retirement and semi-retirement of two senior level staff members at the beginning of this year.

**Grunseth/Rosenberg motion to approve a 50 cent per hour raise for WVLS staff, and allocate the 2017 WVLS budget unencumbered balance as follows: \$50,000 to the Resource Development account and \$64,000 to the Reserve Fund to adjust both to 2013 levels. All aye. Motion carried.**

**WVLS DIRECTOR EVALUATION PROCESS (Exhibit 17):** Bobrofsky explained the director evaluation process and distributed the evaluation tools to be returned to him by March 31 so that discussion can take place at the May 19 meeting.

**SELECTION OF EXECUTIVE COMMITTEE MEETING DATE:** Schulz will conduct a doodle poll to determine the Executive Committee meeting date.

**WLA/WAPL CONFERENCE SCHOLARSHIP – draft (Exhibit 18):** Sepnafski summarized the 2018 WLA membership/professional development scholarship proposal that will provide new WVLS library directors and support staff the opportunity to attend a WLA-sponsored conference (either the Wisconsin Association of Public Libraries conference in May or the WLA Conference in October). Recipients will also be awarded a one-year membership to WLA. They will be required to complete a post-conference assignment designed to develop technology and presentation skills – conducting a 30-minute webinar to be broadcast statewide on what was learned and how they will apply this to their library/career.

**Jopek/Backus motion to approve three \$700 2018 WLA Membership/Professional Development scholarships for a total of \$2100. All aye. Motion carried.**

**2018 WAPL CONFERENCE PLANS:** Bobrofsky provided an overview of the May 2-4 WLA/WAPL conference in Pewaukee and deadlines for lodging and registration. WVLS plans to arrange a mini-bus transportation for WVLS staff, trustees and other attendees from member libraries.

**2019 TECHNOLOGY PLANNING GUIDE – draft (Exhibit 19):** Klingbeil asked if there were any further questions regarding the Planning Guide. Hearing none, Bobrofsky asked for a motion.

**Otten/Olszewski motion to approve the 2019 WVLS Technology Planning Guide as presented. All aye. Motion carried.**

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

**Bobrofsky** mentioned the Granton Community Library Olympic Reading event for all ages. **Otten** shared information about the “Walk in Their Shoes” program about first hand experiences in historical events started by Colin Hanson, a fifth grade teacher at Edgar Elementary School. **Jopek** shared information about new programs and increased community engagement at the Antigo Public Library. **Olszewski** mentioned her son made a gift to the Withee Public Library to celebrate her birthday.

**WESSLER SCHOLARSHIP/ COLLABORATION & INNOVATION GRANT APPLICATIONS:** No report.

**REQUEST FOR FUTURE AGENDA ITEMS:** Director evaluation.

**ADJOURNMENT:**

**Pechura/Knuth motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:50 AM.**

Respectfully submitted,

Kris Adams Wendt, Meeting Recorder