

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

August 18, 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 September 15, 2018.
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President Tom **Bobrofsky** called the meeting to order at 9:30 AM. Roll call was taken by Wendt and a quorum was declared. **Bobrofsky** introduced Jamie Matczak and Sherry Machones.

**Present**

Tom Bobrofsky, President  
 Douglas Lay, Vice-President  
 Michael Otten, Treasurer  
 Sonja Ackerman, member  
 Jim Backus, member  
 Tyson Cain, member  
 Christy Janczewski, member  
 Eileen Grunseth, member  
 Peg Jopek, member  
 Paul Knuth, member  
 Louise Olszewski, member  
 Pat Pechura, member

**Others Present**

Marla Sepnafski, WVLS Director  
 Anne Hamland, WVLS staff (remote)  
 Augo Hildebrand, WVLS staff  
 Joshua Klingbeil, WVLS staff  
 Jamie Matczak, WVLS staff  
 Kyle Schulz, WVLS staff  
 Kris Adams Wendt, WVLS staff  
 Sherry Machones, WVLS Director

**Excused**

Katie Rosenberg, member  
 Elaine Younger, member

**Vacant**

Lincoln County representative

**CONSENT AGENDA APPROVAL**

**Lay/Jopek motion to move item #6 (2017 Auditor's Report) to top of the agenda and approve the agenda order as amended. All aye. Motion carried.**

**2017 AUDITOR'S REPORT** (Exhibit 14): **Hildebrand** reminded board members that a digital copy of the draft audit report as approved by KerberRose was sent late Friday afternoon on May 18 and forwarded to board members for the May 19 meeting. There were no surprises, but board members had insufficient time to review the report prior to discussion and approval. No changes were made to the paper version subsequently provided for distribution prior to this meeting. **Pechura** commended Hildebrand for efficiently managing the transition to a different auditor after the Krause Howard and KerberRose merger.

**Pechura/Olszewski motion to approve the 2017 Auditor's Report as presented. All aye. Motion carried.**

Hildebrand left the meeting at 9:45 AM.

**APPROVAL OF MINUTES** (Exhibit 1):

**Ackerman/Cain motion to approve minutes from the May 19, 2018 WVLS Board meeting as presented. All aye. Motion carried.**

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

**Lay/Jopek 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. **Ackerman** indicated an interest in obtaining a copy of the new MCPL policy on establishing new branch libraries if /when one had been approved by the MCPL board.

**WLTF: Backus** reminded board members that programs from the August 13-17 Trustee Training week, as well as sessions from the previous three years, were available on line at [www.wistrusteetraining.com/](http://www.wistrusteetraining.com/).

**COLAND** (Exhibit 10): **Lay** reported on the July 13 COLAND meeting held at Chippewa Valley Technical College (CVTC) in Eau Claire and drew the board's attention to the agenda and summary in their packets. His term ended July 1, 2018 and he has asked not to be reappointed, but will continue to serve until his replacement is named. **Ackerman** expressed an interest in the Library and Information Services Associate Degree Program at CVTC.

**WVLS Director's Report** (Exhibit 11): **Sepnafski** highlighted items from her written report and asked WVLS staff members to address various items of interest.

**Marilyn Sauer**, Lincoln County representative to the WVLS Board of Trustees, notified **Bobrofsky** and **Sepnafski** on May 31 that she was resigning from the board as she and her husband were moving out of state in July. Sauer conveyed the message: "It has been a great experience to sit on the board. I especially want to thank all of you for being so tolerant of my hearing difficulties. I wish you all well, it is a terrific organization." A new representative from Lincoln County has not yet been confirmed by the County Board.

Two \$100 memorial donations were contributed to the Carol Ruth Wessler Memorial Scholarship fund in honor of recently deceased former members of the WVLS Board of Trustees. **Arden Hoffmann**, who represented Marathon County from 1988 to 1993 passed away on May 23. **Sheila Sturzl**, who represented Forest County from 1990-1995, passed away on June 29.

A thank you card to **Sepnafski** and the **WVLS Board** was received from former WVLS trustee, **Jan Baer** for attending her retirement celebration from the Rhinelander District Library Board and for the gift of flowers. WVLS Consultant **Kris Adams Wendt** and Director Emerita **Heather Eldred** also attended the event. Jan represented Oneida County on the WVLS Board from 1987-2008.

**Michael Dennison** became the new Department of Public Instruction consultant for the Public Library Development Team at the end of May. Most recently, Michael worked for the Title I and School Support Team within the Department of Public Instruction, and has extensive knowledge and experience in federal and state grant reporting, and is well versed in data, finance, and compliance issues. He will serve as the point of contact for reporting data as required by law and in other compliance capacities, and also as a resource for using data to communicate the relevance of Wisconsin's public libraries to stakeholders.

Representatives from the **Outagamie Waupaca, Nicolet** and **Winnefox Library Systems** and their member libraries are investigating a process for merging the shared automation systems of Winnefox (WALS), and OWLS/NFLS (OWLSnet). There are several reasons for implementing a study at this time:

- Both systems have major ILS decisions coming up in the next year or two: the OWLSnet database server is reaching the end of its expected lifespan, and the WALS contract with SirsiDynix is ending.
- The Public Library System Redesign (PLSR) project is recommending consolidation of ILS and other system services to create both larger areas of service and economies of scale.
- Leadership in all three systems believe that such a merger would be welcomed by libraries and library users, especially those along the border between the two

automation systems.

Questions the committee will need to address include what ILS platform to use, costs apportioned between the systems and libraries, common policies and procedures that balance needs of all libraries in a larger shared environment with local control, how decisions affecting all members will be made. The committee is charged with making a final recommendation by the end of 2018.

**Matczak** reported on grants and continuing education. WVLS was notified on June 12 that libraries eligible for TEACH (Technology for Educational Achievement) training grants received 94% of the total amount applied for in May. The funds will be used for library directors to attend the Tech Days Workshop on September 19 in Wausau. Round-trip mileage, a hotel room the night before the workshop, and cost for substitute staff will be provided for library directors who attend the workshop. The funds will also be used to help off-set the cost of the break-out speakers the afternoon of the workshop. The same items will be covered by TEACH training grants to directors in eligible libraries if they attend a WVLS STEM/STEAM workshop in spring 2019. Libraries that applied for, and received, TEACH training grants include: Antigo, Crandon, Dorchester, Gilman, Granton, Greenwood, Laona, Loyal, Neillsville, Owen, Rib Lake, Stetsonville, Three Lakes, Thorp, Wabeno, Westboro, and Withee.

**Matczak** gathered system consultants who have a focus on marketing and communications for a meeting on August 8 in the WVLS office. The Marketing and Communications cohort, which had representation from six other systems (IFLS, Bridges, South Central, OWLS, Monarch and Arrowhead), talked about challenges in marketing, what kinds of services they are providing and ways to collaborate on future projects. The group plans to meet annually in person and several times a year online.

WVLS awarded **Innovation and Collaboration Grants** to two libraries this year. The **Owen Public Library** was awarded a \$8,500 grant to collaborate with the City of Owen to create a safe and comfortable place for the community to use the library's wi-fi after hours. Construction has already begun on a gazebo in Fremont Park, which is located across the street from the library, and landscaping for the surrounding area will be done once the gazebo is complete. The new area may also be used for future library programs. The **Tomahawk Public Library** is using its \$5,775 grant to collaborate with St. Mary's Catholic School to create STEAM bins for the KinsKlub to use for after-school programs. KinsKlub is an after-school program that meets twice a week at the library. Lego sets, coding activity sets, and bots are just a few of the items they plan to purchase.

Following WVLS Board approval in May, the partnership with Northern Waters Library Service went into effect on July 1. The partnership provides for NWLS Director **Sherry Machones** to assume the role of Inclusive Services Consultant for both systems, while **Matczak** will be the Continuing Education and Training Coordinator for both systems. Prior to its launch, the partnership was announced via Digital Lites, a YouTube video, on the WVLS Facebook Page, and in Monday Mentions. The response from member libraries in each system to the partnership has been positive.

**Trustee Training Week 2018**, held August 13-17, 2018, featured five one-hour webinars each day of the week on topics of interest to library leaders and advocates. The webinars were recorded, so trustees not able to attend the live webinars, can still watch this year's webinars at the [Trustee Training Week website](#). Webinar recordings from 2015-17 are also available for streaming. The project is sponsored by the South Central Library System, with financial support from WVLS and other Wisconsin Public Library Systems. It is also supported by the Wisconsin Department of Public Instruction's Public Library Development Team, with funding from the Institute of Museum and Library Services.

There are many opportunities for continuing education this fall, with a major one being a "**Tech Days Workshop**" series, a collaboration of the Wisconsin Valley, Northern Waters, Indianhead Federated and Winding Rivers Library Systems. This workshop series will focus

on technology trends, feature nationally renowned Laura Solomon as opening speaker, and consist of break out presentations unique to each workshop. Workshops in the “Tech Days Workshop” series will be held on Tuesday, September 18 in Rice Lake; Wednesday, **September 19 in Wausau**; and Thursday, September 20 in Black River Falls. As part of the series, workshops with a different keynote speaker will be held Tuesday, September 25 in Fitchburg; Wednesday, September 26 in Appleton; and Thursday, September 27 in Franklin. More information about the “Tech Days Workshop” series may be found at: <https://wvls.org/tech-days/>.

**“Responding to Active Threat in the Workplace”** will be held from 9:30 am-12:30 pm on Thursday, **October 4**, at the Chippewa Valley Technical College in **Neillsville**. Participants will learn actions to take when confronted by an active shooter, learn how to cause distraction, and establish proper practices in these situations. Registration and more information can be found on the WVLS Continuing Education page. <https://wvls.org/continuing-education/>.

Two ‘bite-sized’ trainings of 30 minutes or less were added to the **Digital Bytes series** and shared each month, gathering positive feedback. **Matczak** plans to survey WVLS colleagues in late August to evaluate the trainings offered, and to solicit ideas for future trainings. All trainings are archived on the WVLS website at <http://wvls.org/digital-bytes/>.

**Schulz** provided a **V-Cat update**. Over the summer months, libraries in the WVLS ILS consortium have been experiencing periods of slowness and sluggishness when using the software. As part of the investigation on what might be the root cause, and following a recommendation from Innovative engineers, WVLS underwent a migration from Sierra 3.3 to Sierra 4.0 on Friday, July 27. While the upgrade went well, there are some post-upgrade issues now needing attention, and the Sierra slowness investigation continues. The **Northern Waters Library Service** has been without an ILS Administrator for several months, and has reached out to **Schulz** for assistance. In the days and weeks ahead, he will learn how to generate monthly statistics using the NWLS ILS software, and create documentation so the NWLS staff will be able to run reports in the future.

**Hamland** reported a letter and card of thanks to the WVLS staff were received from Colby Community Library Director **Vicky Calmes** and Crandon Public Library Director **Stephanie Schmidt** and staff for providing a \$240 grant to member libraries to support their summer reading programs.

**Hamland** shared that **Marathon County Public Library** unveiled its new **Early Literacy Center** on June 20. The special section in the children’s area of the MCPL Wausau location is designed especially for children 0-5 years of age, and features a cozy reading nook where adults and children can share books together, wall manipulatives and puzzles that will help little hands develop fine motor skills, a magnetic wall where children can build words and a flannel wall where young minds can retell or create a story. The center will offer rotating themes and specialized activities to better help parents guide their child and bring awareness to parents about these brain-building skills. The new Early Literacy Center would not be possible without the generous support from the Marathon County Public Library Foundation, the Wausau Early Birds Rotary Club, and the Community Foundation of Northcentral Wisconsin.

The passage of the 2017-2019 State Budget on September 21, 2017 provided an additional \$1.5 million investment in state aids to Wisconsin’s 16 public library systems to support new technology resources and enhanced services in the areas of broadband access, workforce development, and lifelong learning. The additional funding prompted WVLS, and a few other systems to follow the lead of the Lakeshores and Bridges Library Systems to purchase a subscription to **Gale Courses**. Gale Courses provides almost 400 six-week long online programs taught by college instructors who are experts in their field covering topics and skills tied to the Bureau of Labor Statistics’ fastest-growing occupations. As part of the WVLS investigation, **Hamland** gathered subscription prices, and group discounts from the

Gale Courses representative on behalf of systems that did not have current subscriptions, planned and hosted two demonstration webinars open to all systems, and surveyed all WVLS member libraries to determine interest in the product. More information about this product will be covered in the System Plan and Budget discussion later in the agenda. (See also Exhibit 11a).

The next **Youth Services Information Exchange (YSIE)** discussion will take place on Tuesday, September 11, 2018 from 11:00 AM to 2:00 PM at the T.B. Scott Free Library in Merrill. **Hamland** will discuss a potential opportunity for youth services offered through the 2019 WVLS Innovation and Collaboration Grant. The 2019 grant will provide an opportunity for libraries to create family literacy areas and to partner with other libraries to share resources and program ideas on this topic. Additional discussion will include the topics of intellectual freedom and challenges to library materials. Hamland will continue regular check-ins with and visits to WVLS area youth services librarians.

**Hamland** also reported on the June 18 **WPLC Board meeting** which included a review of the WPLC Annual Membership meeting held on May 2 during the WAPL Conference in Pewaukee, WI and discussion on the new Instant Digital Card product from OverDrive. An Instant Digital Card would allow internet users who discover the Wisconsin Digital Library to apply for a temporary digital card so as to access digital library resources. The WPLC Board requested product cost and records management be evaluated by the WPLC Steering Committee prior to a final WPLC Board decision. Additionally, more information was requested for a new local music service modeled after the Wisconsin Indie Collection available from Biblioboard as well as a magazine service. Members also passed the 2019 WPLC Budget. The WVLS member library digital buying pool expenditure is assessed to member libraries in 2020, as WVLS does an intentional one-year delay in billing to allow member libraries time to incorporate increases for digital content in their budgets. Costs may be reviewed in the [2019 WVLS Technology Planning Guide](#) shared at the May WVLS board meeting.

**Hamland** hosted the first **Libraries WIN website co-work day** on May 17 at the Indianhead Federated Library System office in Eau Claire. Approximately 20 people, representing both systems, were in attendance. The second co-work day will take place in October at the Thorp Public Library. Two **Webmaster webinars** took place over the summer months. The June 13 webinar instructed attendees on how to add calendars to websites using plug-ins or embedding Google Calendars and was co-hosted by Director **Ginny Scheiderer** and **Megan Chaplin** from the Somerset Public Library. Neillsville Public Library Director **Cara Hart** co-hosted the July 20 webinar which featured search engine optimization (SEO) best practices and an additional SEO plug-in. Responses to a June Libraries WIN survey shared very positive comments about the new service and collected suggestions for future webinars and co-work days. As summer reading programs are ending, requests for website edits and generation are increasing! Find more information on the Libraries WIN website at <http://wvls.org/websiteresources/>.

**Wendt** drew the board's attention to the **National Legislative News** section under Legislative Update in the printed Director's report. FY2019 appropriations bills calling for level funding for the Institute for Museum and Library Services (IMLS) have passed the House and Senate Appropriations Committees and are now headed to the full House and Senate. She thanked **Machones**, who serves as WLA Federal Relations Coordinator on the WLA Library Development & Legislation (LD&L) committee as well as representing Wisconsin as ALA Chapter Councilor, for keeping the library community updated on federal relations matters. **Wendt** distributed updated information regarding state senate and assembly races in districts overlapping boundaries of WVLS member counties. She provided a progress report on **2019-2021 State Budget priorities** as LD&L works with the Department of Public Instruction (DPI) in the final weeks before the DPI budget is submitted in its entirety to the Department of Administration (DOA) on September 15. The LD&L budget team will begin meeting with staff members from the Governor's and DOA, as well as key legislative leaders starting in September. LD&L is also engaged with the Division for Libraries and Technology (DLT) staff to clarify how library programs funded during the



current budget are impacting local library services, and gather examples to share with key legislative leaders. Libraries are being encouraged to engage with **local voter registration drives** initiated by organizations such as chapters of the League of Women Voters.

**Klingbeil** reported that the recent departure of the WVLS tech team member responsible for primary technology support has provided him with an opportunity to take on that role and work with the LEAN WI technology team from IFLS to gain a better understanding of the general needs and patterns of support requests in preparation for hiring a new PC Support Specialist. That position will work with WVLS and the LEAN WI technology team to the benefit of WVLS and the LEAN WI partnership. The IFLS technology team is adjusting to a new IT Director and technical support specialist. Following the departure of MCPL's dedicated technical support specialist, **Klingbeil** also provided assistance to MCPL as requested when his experience in specialized computer or network engineering and/or active directory architecture was requested. During this period, internal IT projects and strategic planning has been temporarily put on hold until the partnership team is fully staffed.

**Sepnafski** shared additional exhibits with board members, including copies of two newspaper articles that shared briefs about vandalism to the **Francis L. Simek Memorial Library (Medford)** at the end of May, a copy of the spreadsheet from DPI/DLT indicating the **2018 Aid to Public Library Systems** and a copy of a publication from the Public Library Association and the ALA Office for Library Advocacy, in partnership with OCLC titled "**From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018.**" The latter report asserts that while libraries are still highly valued, there is a disconnect between the services libraries offer and public awareness and support for those services. A majority of voters still do not realize that the primary source of library funding is local. The most influential variable in voter support for libraries was the relationship and trust in the librarians themselves.

The July **Public Library System Redesign (PLSR)** report was included as an exhibit. The Model Development Summit was held the last two days in July, and **Ralph Illick** (MCPL Director), **Teresa Miniatt** (Withee Public Library Director), **Machones**, and **Hamland** participated. **Wendt** and **Matczak** also attended. The purpose of the summit was for participants to review how work group recommendations were used in the two proposed governance models. According to the July PLSR report, the summit provided a consensus on a few themes, as well as some suggestions for Steering to consider at their August 16 meeting.

**V-Cat Council** (Exhibit 12): Schulz drew the board's attention to the agenda and minutes from the June 7 V-Cat Council meeting included in their packets. The ILS Review Committee will restart in the latter half of this year for the purpose of evaluating ILS products and making a migration recommendation to the V-Cat Council during the next eight months to a year. This evaluation process is not only beneficial as an update to strategic planning, but also serves readiness in the event that Innovative decommissions the Sierra product.

**Library Advisory Committee** (Exhibit 13): **Matczak** drew the board's attention to the August 9 Library Advisory Committee (LAC) meeting. The LAC reviewed the 2019 System Plan and budget and recommended approval of both by the board.

**2019 MCPL/WVLS RESOURCE LIBRARY AGREEMENT** – draft (Exhibit 15): Sepnafski explained the draft 2019 MCPL/WVLS Resource Library Agreement is exactly the same as the current agreement, except for the change in year from 2018 to 2019. The rent stays the same, as does the schedule for payment. The draft agreement also maintains the \$10,000 collection development grant provided by WVLS to MCPL as a resource library to develop a deeper level of fiction and nonfiction.

The meeting was suspended for a 15 minute break.

**2019 SYSTEM PLAN** – draft (Exhibit 16): Sepnafski introduced the 2019 WVLS System Plan by explaining that review and revision of system services is a continuous process. It is informed by staff attendance at state and national conferences, state level meetings with staff from other systems, DLT

and WVLS sponsored surveys, county and local public library board meeting minutes and less formal communications with colleagues from within WVLS and throughout the state. These opportunities keep WVLS current on national, state and regional trends; aware of operational, funding and service changes within other systems; and mindful of service challenges within our membership. Collectively and ultimately these opportunities work to inform the draft plan. These conversations and information sharing opportunities also help to challenge assumptions and jumpstart imaginations as WVLS works to refine and improve services and programs. The draft plan continues to incorporate many of the **Standards for Systems** that were approved by SRLAAW in August 2013. Also, it supports the recommendations outlined in the DLT-sponsored **LEAN Study of Wisconsin Public Library Systems** and, most recently, the **Public Library System Redesign study** in that WVLS is aggressively exploring and, in some cases, implementing partnerships with other systems to provide improved service to our members. Staff members in attendance proceeded to highlight significant changes and service priorities in each statutory service area, respond to questions and engage discussion. Final approval of the plan will be voted on at the board's September meeting.

Jopek and Cain left the meeting at 11:55 AM.

**2019 SYSTEM BUDGET** – draft (Exhibit 17): Sepnafski walked board members through the 2019 budget documents in exhibit 17. Final approval of the budget will also be voted on at the board's September meeting.

Lay left the meeting at 12:25 PM.

**TRUSTEE I-PAD REPLACEMENT** (Exhibit 18): iPads issued to board members will be replaced in September. The WVLS tech team will assist with transfer of files and transition training.

**CONCERNS, COMMENTS AND ANNOUNCEMENTS FROM AREA LIBRARY PERSONNEL AND TRUSTEES:** Olszewski reported that the Thorp Public Library has been very pleased with the summer intern program it initiated.

**GRANT/SCHOLARSHIP APPLICATIONS:** Nothing to report at this time.

**REQUEST FOR FUTURE AGENDA ITEMS:** Final approval of the 2019 WVLS System Plan and Budget documents.

**NEXT MEETING DATES:** WVLS Board of Trustees – Saturday, September 15, 2018 and Saturday, November 17, 2018.

**ADJOURNMENT: Grunseth/Knuth motion to adjourn. All aye. Motion carried. The meeting was adjourned at 12:40 PM.**

Respectfully submitted,

Kris Adams Wendt, Meeting Recorder