

WISCONSIN VALLEY LIBRARY SERVICE
Board of Trustees Meeting
 November 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 January 19, 2019.

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 (remote)
 Tyson Cain, member
 Eileen Grunseth, member
 Christy Janczewski, member (remote)
 Peg Jopek, member
 Paul Knuth, member
 Louise Olszewski, member
 Pat Pechura, member
 Katie Rosenberg, member
 Elaine Younger, member

Others Present

Marla Sepnafski, WVLS Director
 Jamie Matczak, WVLS staff (remote)
 Augo Hildebrand, WVLS staff
 Kris Adams Wendt, WVLS staff
 Josh Klingbeil, WVLS staff
 Kyle Schulz, WVLS staff
 Rachel Metzler, WVLS staff
 Judy Bobrofsky

Excused (none)

Vacant

Lincoln County representative

CONSENT AGENDA APPROVAL

Pechura/Olszewski motion to approve the agenda order as presented. All aye. Motion carried.

APPROVAL OF MINUTES (Exhibit 1):

Otten/Grunseth motion to approve minutes from the September 15, 2018 WVLS Board meeting as presented. All aye. Motion carried.

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

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

REPORTS

COLAND (Exhibit 9): Lay drew the board's attention to the November 9 COLAND agenda and September 14 meeting minutes provided as part of the Board packet. He has declined to seek reappointment and will serve until replaced, and will continue to direct appropriate information to the WVLS Board for as long as possible.

Resource Library (Exhibit 10): **Sepnafski** drew the board's attention to highlights of Marathon County Public Library Director **Ralph Illick's** report. Rosenberg noted the MCPL Board is meeting on November 19. Progress is being made on roof repairs to the main library building.

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

The terms of five WVLS trustees will expire at the end of the year: **Olszewski** (Clark County), **Jopek** (Langlade County), and **Younger, Otten** and **Ackerman** (Marathon County).

Notifications were sent to the clerks in those counties in early October. Notice has since been received that **Jopek** was reappointed for another term. **Rosenberg** (Marathon County) has indicated she will be resigning from the Board at the end of the year. **Bobrofsky** read a letter of resignation from **Younger** (also Marathon County). Notice of both departures was accepted with regret with **Rosenberg** and **Younger** thanked for their service to WVLS.

A thank you letter was received from Loyal Public Library Director **Teresa Hall** to the WVLS Director and Board of Trustees for providing her a full scholarship to attend the September 13-15 Association of Rural and Small Libraries (ARSL) Conference in Springfield, Illinois. The session by **Jamie Matczak** ‘30 ways to make your library extraordinary’ presented at the same conference was well attended and well received. **Paula Newcom**, Northeast Regional Coordinator for the Professional Development Office at the Indiana State Library, invited **Matczak** to reprise her program as a webinar on December 19 during ISL’s Online Training for 2018. As of early November, 60 people were registered to attend the session.

Matczak served as 2018 WLA Annual Conference Partnership Chair, and **Anne Hamland** as WLA Conference Publicity Co-chair. Each received a note of thanks from WLA Executive Director **Plumer Lovelace** for their work. Granton Community Library Director **Kay Heiting** sent **Sepnafski** a thank you card for attending an Open House following the completion of the library’s new carpet installation project stating that she appreciated all the system support provided to her and the library.

Ann Mroczenski, WVLS Technology Support Specialist, and **Augo Hildebrand**, WVLS Business Manager recently announced their plans to retire. Augo’s last day in the office will be Friday, December 28, 2018, and Ann’s will be Friday, January 4, 2019. To thank them for their years of service (Ann - 41 years; Augo – 7.5 years) and celebrate their retirements, a reception and open house will be held on Tuesday, **December 11** from 11:30 am – 1:00 pm in the WVLS office. Former staff, and colleagues from around the system area are welcome to attend the event (**EXHIBIT 11-A**).

Rachel Metzler was introduced as the new WVLS ILS and Database Support Specialist, a position responsible for providing professional, courteous and timely technical support and services to 36 WVLS public libraries and branches via a helpdesk program, and onsite and remote training; creating, editing, adding, and maintaining catalog records in OCLC and the ILS database; and for producing and distributing appropriate ILS statistical and financial reports. Rachel’s first day on the job was Monday, October 8.

Withee Public Library Director, **Teresa Miniatt**, announced she will be resigning from her position to take a job at the Stanley Public Library. Her last day in Withee will be December 2. **Pechura** announced Minocqua Public Library Director **Mary Taylor** will be retiring, date to be determined pending hiring her successor.

Virginia Roberts (Rhineland District Library) and **Steph Cherrywell** (Antigo Public Library) presented “*Sequenced Picture Books for Everyone! The Art & Literature of Graphic Novels*” at the 2018 WLA Conference in La Crosse. A copy of their presentation may be found at:

<http://wla.wisconsinlibraries.org/events-conferences/annual-conference/program-handouts>.

Anne Hamland was elected 2019 Director at Large for the Youth Services Section (YSS) of WLA in the October election.

The Indianhead Federated Library System Board of Trustees officially changed the name of the system to the **IFLS Library System** in September. “IFLS” is short for “Inspiring and Facilitating Library Success”.

A meeting of the **Wisconsin Public Library Consortium (WPLC) Board** was held on October 23 in La Crosse (WI), attended by **Anne Hamland**, WVLS representative on the WPLC Board, and **Dominic Frandrup**, WVLS representative on the WPLC Steering Committee and Antigo Public Library Director. A particularly noteworthy and lengthy discussion at this meeting was on the topic of [Potential Models for Buying Pool Increase](#). The

draft funding models presented, which were designed by the WPLC Project Managers for discussion purposes only, were based on information gathered by the WPLC Collection Development Workgroup, and discussions at WPLC Board and Steering Committee meetings in 2018.

The five draft funding models shared were:

1. Annual percentage increase. In this model, the annual budget would increase by a set percentage each year.
2. Increase based on circulation. In this model, the increase would correlate to the percentage increase in circulation of the collection. The collection budget would not decrease, however, if circulation decreased.
3. Increase based on circulation (with a wait-time trigger). This model is the same as #2 except that the increase would be applied only if average wait-times increased from the previous year in one of two ways.
4. Increase based on average wait-time. This model would rely on average wait-times to determine the percentage increase.
5. Increase for special project. This model would allow the Collection Development Workgroup to identify a problem area of the collection each year and request an increase to work on resolving that particular problem. A “do not exceed” amount for the annual request could be established.

When people in attendance were invited to share their thoughts, Dominic reported that many WVLS libraries did not find any of the funding options palatable. He suggested a revision to the funding formula of 25% population/75% usage to 100% usage. He asserted that patrons in rural areas were not using the service as heavily as patrons in urban areas due to reduced broadband availability. A colleague then reminded the group that the original funding formula included a population component to help ensure steady increases/decreases, while a formula based solely on usage could potentially cause large fluctuations in costs for partners.

It was reported that wait times have been trending down, compared to peers. However, in the last six months, WPLC and their peers have seen a spike in holds which was most likely due to the launch and ease of use of the new Libby app.

Those in attendance agreed that a comparison of physical vs digital holds and wait times in systems might prove helpful. A few representatives discussed the importance of keeping the topic of a funding increase up for discussion and to look at ways to increase funding for the collection each year. The group also determined that the models most likely to be supported were nos. 1- Annual Percentage Increase and 5-Increase for Special Project. The group was requested to send any additional information/data to the WPLC project managers for Collection Development Committee review.

There will be continued study and discussion about increased funding for the buying pool and draft funding models in 2019. For more information about this meeting, including the agenda and documents shared, visit the WPLC website at <https://www.wplc.info/committees/board>. The 2019 WPLC annual meeting will be held April 30, 2019.

The **Public Library System Redesign (PLSR)** Steering Committee met on November 7, 2018 to continue its review and revision of the draft “PLSR Steering Committee Report” (<http://www.plsr.info/wp-content/uploads/2018/11/Version-6-Steering-Report-Draft-11-07-2018.pdf>). The committee encourages the library community to review the document and to share their thoughts on the PLSR Contact Form at <http://www.plsr.info/contact/>. The deadline for sharing feedback is November 26, 2018. The committee plans to release its next draft, along with a recorded overview presentation of it, on December 3. Also at that time, each public library and system will receive a survey to complete by December 9. The Committee will share additional details about the survey in the coming weeks.

Maczak reported on the **Marketing and Communications Cohort**, comprised of

representatives from public library systems whose work has a focus on marketing and communications. The cohort will meet in Madison on Tuesday, November 20 to talk about system marketing materials for events such as Library Legislative Day and topic ideas for marketing sessions at upcoming state conferences. She also highlighted several public library certification matters including a reminder to directors to turn in their 2018 certification paperwork by the end of the year. With the launch of the new **Gale Courses product**, library directors are requested to contact WVLS CE Validator Matczak prior to taking a course if they wished to apply course contact hours toward required public library director certification.

Matczak reported the **Tech Days** workshop on September 19 had 35 attendees at its Wausau location. The **Responding to Active Threat in the Workplace** workshop was offered on October 4 in Neillsville to 16 attendees. The **Gale Courses Launch** workshop was held on October 16. Librarians could participate either in-person or online in a session on Gale Courses logistics presented by Education Sales Consultant **John Pelegrino**. **Hamland** talked about the marketing materials that were available. The webinar **Apps and Beyond** was held on October 17 with **Kris Turner**, Head of Reference at the University of Wisconsin Law School Library, instructing 39 attendees in tech tools and apps that can help librarians. Approximately 40 people attended the November 8 **Annual Youth Service Workshop** in the MCPL Community Room.

Upcoming continuing education opportunities include the **NWLS Winter Retreat** will take place on Friday, **December 14** at the Sawmill Saloon in Seeley, WI. This year's retreat will focus on self-care, reflection and relaxation. **Leah Langby** of IFLS will lead the morning presentation on self-care. **Jamie Matczak** will end the retreat with deep stretching, breathing exercises, and unwinding. More information can be found in **EXHIBIT 11-B**.

The annual "**Wild Wisconsin Winter Web Conference** will take place on January 23-24, 2019 and include 14 presentations over the two days, focusing on marketing, library leadership, small libraries and youth services. All 16 public library systems have pledged their support of the conference, and it is also being supported by the Wisconsin Department of Public Instruction (DPI) Public Library Development Team with funding from the Institute of Museum and Library Services. Registration will be open by November 20 at <http://www.wildwiscwinterweb.com/>. (See **EXHIBIT 11-C**)

Matczak further reported that several 2019 workshops/webinars are in the planning stage, including: webinars from WLA Membership and Professional Development Scholars **Heidi O'Hare** (Tomahawk Public Library) and **Teresa Miniatt** (Withee Public Library), a webinar on Outdoor Learning, a webinar on Inbox/Email Organization, a workshop with Lifetime Arts (based in NYC) on Creative Aging, a STEAM/STEM workshop with colleagues from the Madison Public Library, and the 2019 WVLS Director's Retreat.

Upon request, Schulz recently sent the **Wabeno Public Library** a quote for the library to join the V-Cat Consortium in 2019. Should the Wabeno Public Library Board of Trustees and Wabeno Town Board approve funding, this project will require considerable attention from the Wabeno Public Library staff and WVLS ILS Admin Team to get the library up and running in Sierra in the first half of 2019. This project is included as a separate discussion item later in the agenda. (See also Exhibit 20 and agenda item 8.)

Klingbeil reported that a batch provisioning of computers ordered for member libraries is underway with a cutoff date for orders for FY2018 invoicing) of December 7. WVLS is working with several member libraries to complete active directory integration and network upgrade projects. New WVLS tech support person, **Kiong Lao** is visiting Rhinelander District Library, Antigo Public Library, and TB Scott Free Library to perform follow up work tailored to each site's unique configuration and will be later visiting the remaining sites to familiarize himself and collection information for review and assessment.

Technology team members from IFLS Library System (IFLS), Northern Waters Library Service (NWLS) and Wisconsin Valley Library Service (WVLS) are **working on full inclusion of NWLS in the LEAN WI network** and resource sharing partnership. Upon

formalization of the partnership, an adjusted version of the LEAN WI budget including accounting for NWLS as a partner in 2019 will be presented for review and approval.

Several new multi-system collaboration discussions and efforts are developing via the **Tech-a-Talk-a group**, a loosely informal association of Wisconsin Library System Technology and/or ILS Staff. Topics include: system technology information database; Wisconsin technology collaboration; Wisconsin ILS collaboration, network interconnect, backups and storage sharing; digitization kits, and computer procurement cooperative.

Sepnafski reported that **Hamland** hosted the second **Webmaster Co-work Day** at the **Thorp Public Library** on October 18. A dozen webmasters attended representing both systems. Topics included: accessibility, search engine optimization, library messaging, maintenance, design, and worktime for attendees. Seven websites went live since mid-September making a total of *nearly thirty live websites and ten in draft since the implementation of the service about one year ago*. More information is at [Libraries WIN Website Resources webpage](#).

Wendt shared a **legislative update** including state election news, post-election relationship building activities, and biennial budget process information. A revised copy of the WVLS Libraries and Legislators by County list was distributed. Former 68th Assembly District Representative Kathleen Bernier has been elected to the 23rd Senate District seat to replace retired Senator Moulton and Representative Jesse James will be the new 68th Assembly District Representative. All other legislators whose districts include WVLS counties remain the same. 35th District Representative Mary Felzkowski has joined majority party leadership in the Assembly as Assistant Majority Leader. Because the majority party remains unchanged in both houses, Joint Finance committee will again be comprised of 8 majority members and 4 minority members, but they have not yet been named. A complete shift in party for the Executive Branch of state government may affect the budget timetable, but the library community is well positioned to win bi-partisan support for their priorities. **Library Legislative Day is Tuesday, February 12, 2019** and a registration blank was included in the board packet.

Sepnafski shared additional exhibits with board members, all of which were either included in the packet or shared during the meeting.

V-Cat Council (Exhibit 12): Schulz reported that the **The V-Cat Council** met on November 1. Major topics discussed included the ongoing work of the Cooperative Circulation Committee to gather information for reviewing and proposing a unified set of loan rules in 2019 for all libraries in V-Cat; the Bib/Interface recommendation for cataloging DVD/Blue-Ray combo packs; a reminder that the checkout library is responsible for the cost of lost/damaged items and collecting fines, not the owning library; and a “Sierra (training) Snack” on using Create Lists to find items in the catalog that have no price provided in the price field. The next meeting of the V-Cat Council will be in February 2019. V-Cat Chair, **Erica Brewster** (E.U. Demmer Public Library Director), and V-Cat Vice-Chair **Tammie Blomberg** (Rib Lake Public Library Director) were thanked for running V-Cat Council meetings in 2018, with appreciation also expressed to members of the Cooperative Circulation and Bib/Interface committees for their dedication efforts to improve the database and its functionality on behalf of member libraries and the patrons they serve.

ARSL Conference (Exhibit 13): The **Association of Rural and Small Libraries** (ARSL) Conference was held September 13-15 in Springfield, Illinois. **Matczak** drew the boards attention to exhibit 13, a report from Loyal Public Library Director **Teresa Hall** who attended along with Neillsville Public Library Director **Cara Hart** as this year’s WVLS scholarship recipients. There was record breaking attendance at this year’s conference. Information about scholarship opportunities and registration for 2019 ARSL in Burlington, VT will be distributed to WVLS member libraries as soon as possible.

MLA Conference (Exhibit 14): A report written by Hamland about the Minnesota Library Association Conference held October 11-12 in St. Cloud, MN was included in the board packet.

WLA Conference (Exhibit 15): The 2018 Conference was held October 23-26 at the Radisson and La Crosse Center in La Crosse, WI. **Bobrofsky** referenced the WVLS staff reports included in the board packet and solicited highlights from **Ackerman**, **Backus**, and **Otten** as well as contributing his own impressions. The 2019 WAPL Conference is at the Stoney Creek Hotel and Conference Center in Rothschild and WLA Annual

Conference is in Wisconsin Dells. Both board and staff members were appreciative of WVLS support for their attendance.

Innovation and Collaboration Grant (Exhibit 16): Innovation and Collaboration Grant reports from the Owen Public Library and Tomahawk Public Library were shared as exhibit 16. In Owen, the library collaborated with the city to create the area's first WiFi park. In Tomahawk, the library partnered with Kinship, St. Mary's School and other organizations to create S.T.E.A.M. bins with materials to stimulate imagination and creativity. Matczak reported the 2019 grant theme will focus on family literacy spaces.

Digital Content – Industry and Reading/Viewing Trends (Exhibit 17): The board viewed a pre-recorded presentation by Hamland on the impact of digital content on reading and viewing trends.

Janczewski left the meeting at 10:45 AM.

2019 HEALTH INSURANCE (Exhibit 18): Hildebrand explained 2019 costs for WVLS staff health insurance according to guidelines set by the state Department of Employee Trust Funds (ETF) for employer and employee contributions. WVLS offers the traditional option for health insurance to employees and contributes the maximum amounts to employees' premiums allowed by ETF. **Ackerman/Knuth motion to approve the 2019 health insurance costs for WVLS employees. All aye. Motion carried.**

WVLS PERSONNEL POLICIES AND EMPLOYEE HANDBOOK REVISION – draft (Exhibit 19): Hildebrand explained the addition to compensatory time policy. **Pechura/Grunseth motion to approve changes to Section 3 of the WVLS Personnel Policy & Employee Handbook as presented. All aye. Motion carried.**

FINANCIAL SUPPORT FOR WABENO PUBLIC LIBRARY TO JOIN V-CAT (Exhibit 20): Schulz presented proposed costs for the **Wabeno Public Library** to join V-Cat in 2019, and noted that the costs from the vendor dropped sharply since the last request for pricing. Following acceptance by the Wabeno Public Library Board of Trustees, the matter will return to the January 2019 WVLS Board agenda for final discussion and action. Wabeno Public Library is already part of the WVLS Network and BadgerNet.

APPOINTMENT OF 2019 LAC MEMBERS (Exhibit 21): Matczak presented the 2019 Library Advisory Committee members. **Otten/Rosenberg motion to approve the 2019 Library Advisory Committee appointments list. All aye. Motion carried.**

APPOINTMENT of 2019 V-CAT STEERING COMMITTEE MEMBERS (Exhibit 22): With one exception, the member roster for the 2019 V-Cat Steering Committee will remain the same as 2018, during which the committee only met once. Minocqua Public Library will be represented by Mary Taylor until her retirement and upon the selection of a new director who will replace her on the list. **Olszewski/Jopek motion to appoint the 2019 V-Cat Steering Committee members as presented. All aye. Motion carried.**

Appointment of WVLS Board of Trustees Nominating Committee: Bobrofsky appointed **Pechura**, **Ackerman** and **Grunseth** to the Nominating Committee with Pechura as chair.

TEMPORARY APPOINTMENT of President (Bobrofsky), Vice-President (Pechura), and Treasurer (Otten) to retain duties from January 1, 2019 through the first 2019 board meeting. **Pechura/Younger motion to approve temporary appointment of President (Bobrofsky), Vice-President (Pechura), and Treasurer (Otten) to retain duties from January 1, 2019 through the first 2019 board meeting. All aye. Motion carried.**

SCHOLARSHIPS/GRANTS: Matczak indicated the board could look forward to announcements about upcoming webinars from WLA Professional Development scholars **Teresa Miniatt and Heidi O'Hare** on their conference experiences.

CONCERNS, COMMENTS AND ANNOUNCEMENTS FROM AREA LIBRARY PERSONNEL AND TRUSTEES: **Bobrofsky** reported that Clark County funds supported technology training for librarians from ten communities who also gathered to share ideas for local events and programs. **Rosenberg** has been named an Athena Young Professional Award Finalist by the Wausau Region Chamber of Commerce. **Backus** shared information about music therapy for dementia patients. **Wendt** circulated an article from the North Star Journal about Gale Courses being available at the Rhinelander District Library. **Olszewski** and **Grunseth** reported on active shooter programs for library staff held in Neillsville and Gilman. **Pechura** shared highlights from a successful Minocqua Public Library fundraising event featuring a Teddy Roosevelt impersonator.

QUESTIONS AND CONCERNS ABOUT I-PAD REPLACEMENTS: This item was deferred until 2019 with board members encouraged to talk to Klingbeil after the meeting regarding any pressing concerns.

REQUEST FOR FUTURE AGENDA ITEMS: Wabeno Public Library V-Cat agreement, 2019 ARSL Conference.

NEXT MEETING DATES: WVLS Board of Trustees – Saturday, January 19, 2019, 9:30 AM WVLS Office.

ADJOURNMENT: **Rosenberg/Younger motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:50 AM.**

Respectfully submitted,

Kris Adams Wendt, Meeting Recorder

