

WISCONSIN VALLEY LIBRARY
SERVICE Board of Trustees Meeting
 August 17, 2019
 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 21, 2019.

Exhibit

President Tom **Bobrofsky** called the meeting to order at 9:34 AM. Roll call was taken by **Wendt** and a quorum was declared.

Present

Tom Bobrofsky, President
 Douglas Lay, Vice-President
 Mike Otten, Treasurer (departed 12:30 pm)
 Sonja Ackerman, member
 Jim Backus, member
 Tyson Cain, member (departed 11:50 am)
 Eileen Grunseth, member
 Paul Knuth, member
 Peg Jopek, member (departed 12:05 pm)
 Louise Olszewski, member
 Pat Pechura, member
 Kari Sweeney, member (departed 12:00 pm)

Others Present

Marla Sepnafski, WVLS Director
 Susie Hafemeister, WVLS staff
 Anne Hamland, WVLS staff
 Josh Klingbeil, WVLS staff
 Jamie Matczak, WVLS staff
 Rachel Metzler, WVLS staff
 Josh Klingbeil, WVLS staff
 Jamie Matczak, WVLS staff
 Rachel Metzler, WVLS staff
 Kyle Schulz, WVLS staff
 Kris Adams Wendt, WVLS staff
 Judy Bobrofsky, Guest

Excused

Christy Janczewski, member

Vacant seats

Lincoln County representative
 Marathon County representative

CONSENT AGENDA APPROVAL

Knuth/Lay motion to approve the agenda after moving WVLS Director Report to follow item #10 (WLA 2019 Annual Conference) . All aye. Motion carried.

APPROVAL OF MINUTES (Exhibit 1):

Ackerman/Sweeney motion to approve minutes from the May 11, 2019 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 Marathon County Public Library Director **Ralph Illick's** report. **Sweeney** had no addendum.

WLTF: There was no report.

COLAND (Exhibit 10a-10d): **Lay** was unable to attend the July 12 meeting in Platteville but drew the board's attention to four items under exhibit 10. Klingbeil has been appointed to COLAND by Governor Evers; his first meeting will be September 13 in Wisconsin Rapids.

V-CAT Council (Exhibit 12): **Schulz** referenced the June 6 meeting agenda and minutes, highlighting discussion of magazine circulation and printed receipts showing how library use saves money for families and individuals.

Library Advisory Committee (Exhibit 13): **Maczak** reported on the August 15 LAC meeting. The 2020 draft WVLS system plan and budget were reviewed, discussed and recommended to the WVLS Board for approval with no suggested changes. **Bobrofsky** also attended the meeting.

ETF HEALTH INSURANCE RESOLUTION (Exhibit 14): The Wisconsin Department of Employee Trust Funds (ETF) has updated and improved the local employer health insurance reference tool. The ETF moved (but did not change) applicable contract provisions from the contract between the Group Insurance Board and the participating health insurance providers into this updated employer manual, necessitating an updated resolution from all employer governing bodies stating agreement with the terms of the health insurance provider contract, not the updated employer manual.

Pechura/Jopek motion to approve an updated WVLS resolution stating agreement with the ETF health insurance provider contract and to submit the necessary paperwork to ETF. All aye. Motion carried.

2020 WVLS PLAN – draft (Exhibit 15): **Sepnafski** introduced the 2020 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. 2019 has demonstrated unprecedented activity in the areas of technology, continuing education and marketing. 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.

2020 WVLS BUDGET – draft (Exhibit 16): **Sepnafski** walked board members through the 2020 budget documents in exhibit 16. Final approval of the budget will also be voted on at the board's September meeting.

At this point **Bobrofsky** suspended the meeting for a 15-minute break.

2020-2022 LEAN WI TECHNOLOGY PLAN – draft (Exhibit 17): **Klingbeil** reviewed 2020-2022 LEAN WI Technology Plan and WVLS IT budget information, including the planning year 2020, and a forecast for 2021. WVLS has worked to move the planning year out well in advance of the planning year's typical budgeting season, giving member libraries a full year to plan for core technology services. Employing a "bill behind" model for the Digital Library shares provides member libraries with up to 18 months to plan against 2020 Digital Library shares as a concrete expenditure and close to two years for 2021 planning and beyond.

WLA 2019 ANNUAL CONFERENCE (Exhibit 18): **Bobrofsky** reviewed registration information pertaining to WLA Annual Conference to be held in Wisconsin Dells from October 8-11 and requested that board members interested in attending make arrangements as soon as possible.

WVLS DIRECTOR REPORT (Exhibit 13): **Sepnafski** highlighted items from her written report and asked WVLS staff members to address various items of interest.

Report from Public Library Consultant Kris Adams Wendt:

- WVLS is partnering with the **League of Women Voters of the Northwoods (LWVNOW)** to share voter registration tools developed by LWVNOW with all WVLS library locations. LWVNOW has already beta tested the materials at seven WVLS libraries in four counties: Antigo Public Library, Tomahawk Public Library, T.B. Scott Free Library (Merrill), Demmer Memorial Library (Three Lakes), Minocqua Public Library, Rhinelander District Library and Crandon Public Library. Coverage will soon be extended to libraries in Clark, Marathon, Taylor Counties, as well as Laona and Wabeno in Forest County.
- Links to the tools included in the **Voter Education and Registration Program (VERAP)** on the [WVLS website advocacy page](#). WVLS will cover the duplicating costs to provide copies of the VERAP resource notebook for each library's reference desk, as well as two sizes of step-by-step registration tools – a small flip chart that resembles a restaurant dessert menu and a larger format in a ring binder – both designed for library patrons to use at a public computer. The three tools will be distributed via courier, along with a quantity of LWVNOW **How to Register and Vote** brochures to all member library locations by September 24 which is [National Voter Registration Day](#). This is a “soft opening” with more training opportunities to come. The tools are designed to be easily updated by swapping out old pages for new as needed.
- Voter Registration Committee members from LWVNOW will be monitoring election laws and regulations for any changes and working through WVLS to distribute updates.
- LWVNOW, a chapter of the US and Wisconsin League of Women Voters, is a nonpartisan political organization that neither supports nor opposes candidates for office at any level of government. VERAP was inspired by collaborations between the Kenosha Public Library and their City Clerk's office; and by the LWV of Milwaukee County, Milwaukee School District and the Milwaukee Elections Commission. The intent is to distribute VERAP tools statewide.
- LWVNOW members shared the tools with public library system and resource library directors gathered at the August 2 meeting of SRLAAW in Wausau. A panel discussion scheduled for [Thursday, October 10](#), from 1:45 to 2:30 PM at WLA Annual Conference will include LWVNOW members **Debra Durchslag and Yolan Mistele**, T.B.Scott Free Library Assistant Director **Laurie Ollhoff**, with **Wendt** moderating.
- In addition to detailing the new VERAP project (which was not included in the printed Director's Report), **Wendt** also reported on the final disposition of library funding approved in the **2019-2021 state budget** as signed into law by the Governor. Thanks to excellent relationship building and contacts from the library community, the extra support for public library system funding achieved in 2017 after many years of flat funding was renewed at \$2 million with \$16,013,100 as the new “base.” The statewide library service contracts, BadgerLink and Newline for the Blind all received the cost-to-continue funding as requested. Recollection Wisconsin funding will be found within the current WISELearn resource portal appropriation at the Department of Public Instruction.

Report from Public Library Services Consultant Anne Hamland:

- WVLS received several notes of appreciation from area colleagues for the \$240 Summer Library Program Performer Grant provided to member libraries, including Rib Lake Public Library Youth Librarian **Krista Blomberg**, Loyal Public Library Director **Teresa Hall**, and Colby Community Library Director **Vicky Calmes**.
- **Wisconsin Public Library Consortium Activities:** Hamland gathered input from WVLS libraries regarding proposed increases to the state buying pool amount. The WPLC Steering Committee voted unanimously to increase the state buying pool amount by 5%, split between the original buying pool amount and the “holds reduction” amount for high demand titles. WPLC will also fund development of an on-demand Spanish title collection. The top five publishing houses have re-evaluated their business models and announced various changes that impact access to popular titles made available through library e-book consortium distribution. (See also Exhibits 11a and 11b)

- **Libraries Activating Workforce Development Skills (LAWDS) Project:** Made possible with IMLS funding, the goal of the LAWDS Project is to bring together public library staff with regional Workforce Development Boards (WDBs) and Wisconsin Job Centers, to facilitate more seamless support of job-seeking patrons, business owners and entrepreneurs. **Anne Hamland** and **Mark Jochem** of South Central Library System presented at the annual North Central Workforce Development training days in Wisconsin Rapids and Wausau on July 22-23 regarding how libraries provide space, services, and resources supporting workforce development. Hamland attended the LAWDS Super Project Advisory Council meeting on August 14 where project leaders outlined the content for the first training module to be provided to public libraries by workforce development partners, project logistics and budget, and content of the project portal.
- Planning is underway for the 2019 fall **WVLS Youth Services Workshop** that will be centered on storytime intentionality, practices, and resources. Speakers specializing in sensory, movement, and STEAM storytime practices will be recruited.
- **Website Service:** The second Webmaster Office Hours was held on July 9 with five in attendance. The fall Webmaster Co-Work Day is scheduled for September 10. Thus far in 2019 seventeen websites have gone live and twelve new websites have been drafted. **Hamland** went through each website this summer on top of regular check-ins with libraries to make sure links and images were updated. More information about this service is on the Libraries WIN website at <http://wvls.org/website-resources/>

Report from Education Consultant Jamie Matczak:

- The **WVLS Mentorship Program** supports success of new library administrators by matching them with experienced library specialists. Mentorship can help reduce unnecessary struggle and stress through guided learning, regular communication, and peer bonding. Matczak met with **Teresa Hall** (Loyal Public Library), **Dominic Frandrup** (Antigo Public Library) and **Heidi O'Hare** (Tomahawk Public Library) in June to assess the current program. As former participants in the program, their constructive feedback suggested improvements to the program. Modifications include required monthly communications between mentorship partners, a visit by the mentor to the mentee's library at onset of mentorship partnership, and the extension of the partnership from one year to two. The adjustments to the WVLS Mentorship Program align with the recent changes to the WVLS New Director Orientation Program.
- **Matczak** met with members of the statewide **Public Library System Marketing Cohort** last week to work on a marketing plan template. The goal of this project is to develop a tool that can be adapted for a library of any size to improve its marketing efforts. The final product will be shared by the end of the year with Wisconsin public library systems to implement with their member libraries.
- **Continuing Education Survey:** Laurie Freund, Bridges Library System consultant, conducted a state-wide continuing education survey for the month of June. There were 23 people in the WVLS service area who participated. Result highlights from WVLS member library participants include:
 - **Budgeting and Advocacy** ranked highest in the category "Administrative Duties and Policies."
 - **Customer Service and Safety/Security** ranked highest in the "General Skills" category.
 - **Services to Seniors and Older Adults** ranked highest in the "Inclusivity and Social Justice" category.
 - **Public Programming for Adults** ranked highest in the "Library Services and Skills: Direct Services to the Public" category.
 - **Cataloging Basics for Non-catalogers and Informal Meetups with Library Colleagues for Idea Exchanges** ranked highest in the "Library Services and Skills: Indirect Services to the Public" category.
 - **Teaching Technology to Patrons** ranked highest in the "Technology" category, followed by **Emerging Trends**.

- Responses to the question “Which formats work well for your learning style and schedule? (check all that apply)” revealed the **Full-day** (in-person) was best, followed by **half-day** (in-person) and **recorded webinars**.
- Feedback from the survey will be helpful to WVLS when planning 2020 continuing education workshops, webinars and listening sessions. To view the results of the survey for WVLS and other public library systems, go to: <https://sewilibraries.org/continuing-education-survey-results/>.
- **WVLS Public Library Director’s Retreat:** Registration is now open for the WVLS Director’s Retreat, Maintain and Sustain, to be held on September 26 at Bunkers at Tribute Golf Course in Wausau. This year’s theme will focus on maintaining and sustaining library services, physical spaces and programs. Registration for this workshop is by invitation only and several library directors from WVLS and surrounding systems have already expressed they plan to attend.

Report from ILS & Database Support Specialist Rachel Metzler:

- **Metzler** filled in for **Hamland** at the **Youth Services Information Exchange (YSIE)** in Loyal in late May. There was an excellent open discussion about the trends and concerns for youth services in libraries.
- **Central Wisconsin Book Festival: Metzler** continues to attend planning meetings for the Central Wisconsin Book Festival and asked to keep September 27-29 open and watch for more information coming soon.
- **Metzler** facilitated communication between MCPL and the NovelList Select team so that **Ben Kromholz** could integrate the content from NovelList into the review blog on MCPL’s website. This integration allows patrons to interact with NovelList in a new way while still pointing them back to the library catalog. The integration idea was a unique request for NovelList Select which granted special permission for this access.
- **Metzler** recently met with reps from **VidCode** and **Reference USA** to review each vendor’s products and assess the benefit of their offerings for WVLS. There is no plan to pursue VidCode, a coding and computer science resource, at this time, but there is continuing interest in Reference USA, which provides users with business and consumer data, and is currently one of MCPL’s most popular database offerings.

Report from Chief Information Officer Josh Klingbeil:

- **New LEAN WI Partner Northern Waters Library Service Onboarding:** NWLS is using the shared Help Scout helpdesk platform and member libraries have adopted that channel significantly. Tech team members from IFLS and NWLS are working toward an Active Directory integration, following the subproject to adjust NWLS member libraries’ BadgerNet aggregation (or “head end”) circuit to include the data center. There is still a lot of work to be done on this “onboarding” process and it will be an ongoing project well into 2020.
- **Fiscal Year 2019 Library Services and Technology Act (FY19 LSTA) Grant:** LEAN WI partners worked with Chippewa Valley Technical College to secure a second full rack to house shared infrastructure as part of the **Collaborative Backup and Archival Project** most library Systems are participating in. WVLS submitted a final revision of our joint FY2018 grant to repurpose \$20,278.71 toward “Data Center Services Lifecycle Tenancy for Backup and Digitization Project – Initial Installment.” A joint application was subsequently submitted for FY19 LSTA to allocate \$42,398 (of \$82,700) to “Data Center Services Lifecycle Tenancy for Backup and Digitization Project – Initial Installment” and committed the remaining \$40,302 (as \$13,434 from each partner) to the South Central Library System managed Collaborative Backup and Digitization Archives project. After final consultation with SCLS, this was the remaining shortfall for the full project after all other FY18 LSTA, FY19 LSTA, and local funding contributions were considered.
- **Computer Procurement Cooperative:** LEAN WI partners are still in the process of “normalizing” computer purchasing and provisioning processes. The cooperative with other public library systems throughout Wisconsin has already proven fruitful with unmatched discounts available on batches and single-unit purchases alike. At the time

of this writing, Dell is in transition to the newest “product generation” for the various desktop and laptop computers we maintain Standard Configurations and static quotes.

- **Virtualization Infrastructure Upgrades:** As a separate project but connected to the Backup and Archival capital procurement efforts, LEAN WI Partners and SCLS have jointly procured a new pair of Storage Area Network (SAN) appliances which will be co-locating and resource sharing in a similar manner to the Backup and Archival project. The SAN upgrades will increase the performance capacity for virtualization services, which will positively impact ILS hosting and other core services for each partner. The co-location of SAN appliances will enable LEAN WI and SCLS to improve durability and recovery from localized catastrophic failure in either environment. It also sets the stage for additional expansion of collaboration in the area of shared computer environments.

Report from ILS Administrator Kyle Schulz:

- **V-Cat Project Update:** The V-Cat Council last met on June 6 (see exhibit 12 for agenda and minutes from the meeting). The Council passed the draft 2020 V-Cat budget that was initially presented to the V-Cat Council in April and WVLS Board of Trustees in May. The Council was unable to reach consensus on length of checkout and renewals for magazines and the issue was returned to the V-Cat Council’s Cooperative Circulation Committee for further review.
- On July 16, an upgrade to the Sierra software was successfully completed. With this upgrade, libraries can customize their receipts to show how much a patron has "saved" by using the library. This feature has been on libraries’ “wish-list” for a while and several excited libraries have already reached out to Schulz to redesign their patron receipts.

Additional information distributed at the meeting by Sepnafski:

- NPR interview with John DeBacher, Director of the Wisconsin Public Library Development Team about Wisconsin’s Public Libraries is available [here](#)
- Copy of **Rachel Metzler’s** second Audio Talk column in the June 2019 issue of VOYA entitled “Ain’t No Basic Witch” (handout; **Exhibit 11-c**)
- Cambria (WI) fundraising idea featured in “Bookend: Tailor-Made Fundraising”; *American Libraries*; May 2019 (handout; **Exhibit 11-d**) and <https://americanlibrariesmagazine.org/2019/05/01/bookend-tailor-made-fundraising/>
- “Library Visits Exceed the Billion Mark Among Registered Users”; DPI ConnectED; July 9, 2019; (handout; **Exhibit 11-e**); link to article: <https://dpi.wi.gov/news/dpi-connected/library-visits-exceed-billion-mark-among-registered-users>; link to full report: <https://www.ims.gov/sites/default/files/publications/documents/public-libraries-united-states-survey-fiscal-year-2016.pdf>

CONCERNS, COMMENTS AND ANNOUNCEMENTS FROM AREA LIBRARY PERSONNEL AND TRUSTEES:

Olszewski reported on the Withee Public Library 100th Anniversary Celebration and shared newspaper coverage of the event which included remarks by **Sepnafski**. A special U.S. Postmark, citation from Governor Evers and letters from area legislators were among recognitions received.

GRANT/SCHOLARSHIP APPLICATIONS: None.

REQUEST FOR FUTURE AGENDA ITEMS: None.

NEXT MEETING DATES:

WVLS Board of Trustees – Saturday, September 21, 2019 and Saturday, November 16, 2019.
WVLS/V-Cat Steering Committee – date not yet set.

ADJOURNMENT: Grunseth/Pechura motion to adjourn. All aye. Motion carried. The meeting was adjourned at 12:33 PM.

Respectfully submitted,
Kris Adams Wendt, Meeting Recorder