

**WISCONSIN VALLEY LIBRARY SERVICE**  
**Board of Trustees Meeting**  
September 21, 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 November 16, 2019.

President Tom **Bobrofsky** called the meeting to order at 9:32 AM. Roll call was taken by **Wendt** and a quorum was declared present.

**Present**

Tom Bobrofsky, President  
Pat Pechura, Vice-President  
Mike Otten, Treasurer  
Jim Backus, member  
Tyson Cain, member  
Eileen Grunseth, member  
Christy Janczewski, member (remote)  
Doug Lay, member  
Louise Olszewski, member  
Diane Peterson, member

**Others Present**

Marla Sepnafski, WVLS Director  
Augo Hildebrand, WVLS staff  
Josh Klingbeil, WVLS staff  
Rachel Metzler, WVLS staff  
Kyle Schulz, WVLS staff  
Kris Adams Wendt, WVLS staff  
Judy Bobrofsky, guest  
Alice Sturzl, guest

**Excused**

Sonja Ackerman, member  
Peg Jopek, member  
Paul Knuth, member  
Kari Sweeney, member

**Vacant seat**

Marathon County representative

**Bobrofsky** introduced new board member **Diane Peterson** who was appointed to represent Lincoln County and initiated a round robin of self-introductions to trustees and staff in attendance.

**CONSENT AGENDA APPROVAL:**

**Lay/Olszewski motion to approve the agenda as printed. All aye. Motion carried.**

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

Meeting recorder Wendt noted the need to remove several duplicate names under “others present.”  
**Lay/Grunseth motion to approve minutes from the August 17, 2019 WVLS Board meeting as corrected. 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.**

**WVLS JANUARY-AUGUST 2019 TREASURER’S REPORT** (Exhibit 8a):

**Lay/Jopek motion to approve the 2019 Treasurer’s report 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 and page 4 of her WVLS Director’s report. In the absence of Illick and **Kari Sweeney** who is a trustee on both the MCPL and WVLS boards, Sepnafski reported on the September 16 Marathon County Public Library Board meeting which she attended along with several WVLS staff members, **Erica Brewster** (Demmer Memorial Library), **Dominic Frandrup**

(Antigo Public Library) and WVLS trustee **Sonja Ackerman** to share concerns regarding the MCPL Board's consideration of the merits of joining the South Central Library System.

During the WVLS presentation, **Sepnafski** indicated that "...WVLS is not aware of any quality of service issues compelling MCPL Administration to think leaving WVLS is its only option." WVLS further suggested "If this Board sees the value, WVLS staff and trustees are willing to form a committee with MCPL counterparts to create a structured, objective analysis of MCPL Administration's desire to more closely align with Madison Public Library, to identify the challenges of maintaining membership in WVLS, and to develop a strategic process to achieve its goals. Perhaps colleagues from other systems and resource libraries could be invited to these meetings to share their best practices and to vet solutions. WVLS strives to provide the best service to member libraries and takes this matter very seriously. Given the significance of what is being proposed by MCPL Administration, Wisconsin's library users and the wider library community deserve more from MCPL and WVLS leadership."

Brief discussion ensued. **Otten** volunteered to represent WVLS trustees when a joint committee was formed. **Ackerman** also expressed similar interest after the September 16 MCPL Board meeting.

**WLTF: Backus** reported that WLTF was meeting via GoToMeeting on September 25 to review the WAPL Conference programs and discuss the four WLA Annual Conference programs sponsored by WLTF. Updates to the WLTF and WLA websites and FaceBook pages are eagerly awaited, with Backus working on rejuvenation of the group's newsletter. Recruitment of new members is eagerly encouraged.

**COLAND** (Exhibit 10): **Lay** is winding up his term on COLAND and could not attend the September 13 meeting, but **Klingbeil** did as a newly appointed member. Board members were directed to COLAND documents distributed in the board packet, including updates regarding Public Library System Redesign implementation strategy.

**WVLS Director** (Exhibit 11): **Sepnafski** highlighted items of interest from her written report. She will be honored by the Wisconsin Library Association (WLA) as the 2019 WLA/DEMCO Librarian of the Year on October 10 at the Awards and Honors Reception during the WLA Annual Conference at the Wisconsin Dells Kalahari Convention Center. After a round of applause from all assembled, **Sepnafski** thanked those who orchestrated and contributed to the surprise nomination, adding that any success attributed to her efforts would not be possible without the dedicated engagement and support of WVLS staff, board members and colleagues. There were three Librarians of the Year (**Sepnafski, Sturzl** and **Wendt**) as well as three Trustees of the Year (**Backus, Lay** and **Sturzl**) in attendance. It was also noted that the 2019 Awards and Honors will also include a Citation of Merit for former Demmer Memorial Library (Three Lakes) and WVLS trustee **Vicky Reuling**.

#### Report from Education Consultant Jamie Matczak (via prerecorded video):

- On September 4-7, **Matczak** and **Teresa Hall** (Loyal) attended the Association of Rural and Small Libraries (ARSL) Conference in Burlington (VT) with WVLS Scholarship winners **Dominic Frandrup** (Antigo), **Erica Brewster** (Three Lakes), **Heather Bain** (MCPL-Hatley) and **Loralee Petersen** (Owen). The conference provided an opportunity for networking, attending excellent sessions, and listening to keynote speakers. **Matczak** will share the official conference reports with the WVLS Board in November.
- **Matczak** recently attended two meetings at the Demmer Memorial Library to observe and document the Strategic Planning Workgroup processes facilitated by **Dominic Frandrup** (Antigo Public Library). These two meetings represent early activities in the First Phase of this Workgroup's charge to develop a strategic plan for the library. After observing this process through to its conclusion, WVLS will use the information and tools shared to

develop a “Strategic Planning Toolkit” to use when helping member libraries in their strategic planning efforts. Once complete, the toolkit will be used to assist WVLS and Antigo Public Library staff to develop a strategic plan for that library.

- Almost 30 public library directors from four public library systems have registered for the **WVLS Public Library Director’s Retreat** on Thursday, September 26 at Bunkers at Tribute Golf Course in Wausau. Applying the theme “Maintain & Sustain,” this year’s retreat will focus on maintaining and sustaining library services, physical spaces and programs. Guest speaker **Curt Beyler**, Facilities Manager for the Brown County Library (Green Bay; 9 branches) will share tips and tricks that any library of any size can use to maintain their library; and **Dr. Brenda Frazier**, professor of Leadership/Management at several colleges will teach attendees how to maximize their performance by optimizing their time and goals.
- Registration is now open for the Tech Days Workshops on November 5-7. The workshop in Wausau will be held on Wednesday, November 6. This year’s keynote speaker will be **Kris Turner**, Assistant Director of Public Services at the University of Wisconsin Law Library where he oversees the Reference and Circulation departments, who will talk about updating library websites and the digital divide. “Tech Days” is a series of full-day workshops held at locations throughout Wisconsin. Each day includes a keynote / plenary session by a guest presenter, and a variety of breakout sessions of presentations and hands-on learning activities.
- Upcoming webinars: October 1 - **“How (and Why) to Do a Simple External Communications Audit”** (NWLS/SWLS/WVLS). October 15 - **“Creating Compelling Copy”** (NWLS/SWLS/WVLS). October 29 - **“Effective Messaging for Library Support”** (NWLS/SWLS/WVLS).

#### **Report from ILS Administrator Kyle Schulz:**

- **Schulz** announced his resignation from WVLS. He has accepted a position at the University of Wisconsin Madison as a Library Systems Administrator. His last day at WVLS will be Friday, October 4.
- WVLS welcomed the return of former WVLS staff member **Ann Mroczenski** on a temporary, part-time basis to do Marc Alerts cataloging tasks through the end of the year. Her first day on the job was September 17.

#### **Report from ILS & Database Support Specialist Rachel Metzler and on behalf of Public Library Services Consultant Anne Hamland who was not in attendance:**

- **Ruby Wenzel**, Director of the Western Taylor County Public Library (Gilman), shared a note of thanks to **Metzler** for training her in the use of WISCAT. WISCAT is the state’s interlibrary library loan system used by libraries to request materials from, and share their resources with, other libraries across the state.
- **Metzler** has been working with MCPL staff and community members to plan this year’s Central Wisconsin Book Festival, on September 23 and September 26-29, in Wausau. More information can be found at [www.mcpl.us/cwbf](http://www.mcpl.us/cwbf).
- **Metzler** attended the August 21 State Interlibrary Loan Conference in Marshfield. She found the conference to be useful both for keeping up with trends in interlibrary loan and for connecting with system staff. She also attended an online WISCAT User Group meeting on August 26 to receive training for the upcoming WISCAT upgrade. The upgrade is currently scheduled for the last full weekend in September. On September 3, MCPL’s **Laura Damerell** showed Rachel how MCPL uses Sierra to track interlibrary loan circulation. This useful information will enable her to better support MCPL and other member libraries that use Sierra in this way.
- Made possible with IMLS funding, the goal of the **Libraries Activating Workforce Development Skills (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.

- **Metzler** will provide WVLS cataloging training at the Colby Community Library on October 2.
- **Metzler** and **Hamland** attended the Wisconsin Small Libraries (WISL) Roundtable Meet-up in Rib Lake on September 6.
- Since August, **Hamland** has contacted every Workforce Development (WD) affiliated office within the WVLS area to introduce WVLS libraries and offer to answer any questions they may have. The LAWDS Super Project Advisory Council leadership continues to develop the first training module which is set to be released yet this year. Workforce development regions and library systems will work together to determine how best to distribute the content and introduce libraries to their WD colleagues.
- The presentation done by **Hamland** and **Mark Jochem** (South Central Library System) to Job Center Staff at the North Central Workforce Development Region's annual training day was shared broadly by DPI to Wisconsin's public library systems and Department of Workforce Development representatives.
- The fall **Webmaster Co-Work Day** is scheduled for October 23 at the Thorp Public Library. **Hamland** will walk through new design capabilities, maintenance tasks, and dig into website design with attendees. More information about this service may be found on the Libraries WIN website at <http://wvls.org/website-resources/>.
- The ever-popular annual WVLS Youth Services Workshop is slated for December 4 at the Marathon County Public Library. This year's workshop will focus on storytime intentionality, practices, and resources. The morning session will feature speakers **Julia Carlis**, Pleasant Hill Library Manager (Minnesota), and **Mollie Stanford**, Youth Services and Training Regional Librarian, Arrowhead Library System (Minnesota), and Supercharged Storytimes For All trainer. In the afternoon, WVLS and regional librarians will share their storytime expertise in the areas of sensory friendly considerations, STEAM, nature, music and movement.

#### **Report from Chief Information Officer Josh Klingbeil:**

- The Northern Waters Library Service (NWLS) and WVLS experimented with a joint posting with identical job descriptions for Technology Support Specialist roles open in each system. NWLS hired **Tony Kriskovich** who started July 22. WVLS hired **Achraf "Ash" Benkhalfifa** whose first day in the office will be October 1.
- **Tony Kriskovich** has had the opportunity to visit several NWLS sites for support projects and issues. NWLS is still on track for full integration as the newest LEAN WI partner, with some services already transitioned. There is still a lot of work to be done and this "onboarding" process will be a continuing project well into 2020.
- LEAN WI partners still have progress to make in "normalizing" our computer purchasing and provisioning processes which will likely take much of 2020 to work through. All new standing quotes are in, and order requests/procurements should be able to proceed through the remainder of 2019 and the first half of 2020 without additional process disruption.
- The SAN upgrades are in progress, with the new appliance installed and in testing with several non-essential production servers. **Kris Schwartz** has indicated that the capabilities of the new SAN for primary function, data storage and access and secondary function, production environment protection and durability, look to exceed expectations. As we learn more about the extended capabilities of the new platform, we will continue reviewing and revising operations to maximize their utility.
- DPI Public Library Consultant **Michael Dennison** has informed **Klingbeil** that funding for the WVLS Library Services and Technology Act (LSTA) grant application was approved. In the announcement, Dennison stated "I appreciate the time and effort that went into your

project application and am confident your project will improve library services in Wisconsin." The \$42,398 award will focus on three fundamental elements empowering efficiencies of scale – aggregation realignment, and consolidation – for LEAN WI partners.

- A sub-project of the grant directly supports the FY2018 LSTA Back Up and Digitization Archival Collaboration project and the FY2019 LSTA Digitization Archives Storage Platform Project by further securing tenancy and operational overhead in the Chippewa Valley Technical College Regional Data Center in Eau Claire. Capital procured by the South Central Library System for the supported LSTA-funded project will consume one full rack at the RDC with expenses for a five-year project life cycle estimated at \$28,000 for space, and \$45,000-\$60,000 for power consumption and heat management.

#### **Report from Public Library Consultant Kris Adams Wendt:**

- Wendt attended the Rhinelander District Library celebration on September 10 marking the re-opening of the original entrance to the Rhinelander Public Library first opened to the public on November 5, 1904. The Rhinelander Woman's Club organized the city's first public library in 1898. The cornerstone of the Carnegie building was laid by the Rhinelander Masonic Lodge in 1903, prompting current Masonic Lodge #242 to augment private donations to the projects with a city-wide "Restore the Door" campaign. The historic entrance had been closed since 1985 at the time of the library addition and renovation project. The Rhinelander District Library Friends of the Library hosted the event.
- WVLS partnered with the League of Women Voters of the Northwoods (LWVNOW) to share voter registration tools developed by LWVNOW with all WVLS library locations by September 24, which is National Voter Registration Day. This is a "soft opening" to allow time to become familiar with the tools before the 2020 elections.
- LWVNOW members beta tested Voter Education and Registration Program (VERAP) tools at seven WVLS member 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. The latest WVLS initiative extended coverage to member libraries in Clark, Marathon, and Taylor counties, as well as Laona and Wabeno in Forest County. Each member library and MCPL branches received a quantity of LWVNOW How to Register to Vote brochures and a staff reference binder, as well as two different step-by-step guidebooks to assist patrons with online voter registration, updating and acquiring different types of photo identification for voting purposes, and using absentee ballot and alternative paper voter registration forms. Voter Registration Committee members from LWVNOW will be monitoring election laws and regulations for any changes and working through WVLS to distribute any changes to WVLS libraries. Additional training opportunities are being planned for the coming year.
- 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 LWW of Milwaukee County, Milwaukee School District and the Milwaukee Elections Commission.

#### **Additional information distributed at the meeting by Sepnafski:**

- The Marist Mindset List for the Class of 2023; (handout; Exhibit 11-d)
- "Thriving Together; Best Small Library in America 2019"; *LJXpress Special Edition*; September 7, 2019; (handout; Exhibit 11-e) and  
<https://www.libraryjournal.com/?detailStory=Thriving-Together-Best-Small-Library-in-America-2019>

**V-Cat Steering Committee** (Exhibit 12): Schulz reported that during its September 5 meeting, the V-Cat Council voted to allow magazines to be loaned to other libraries in the consortium. This new service will greatly increase the selection of materials available to all V-Cat patrons.

**V-Cat Council** (Exhibit 13): The WVLS/V-Cat Steering Committee met on September 18 to review the V-Cat Council by-laws. Discussion centered around how voting works in the V-Cat Consortium, including the merits of weighted and consensus voting. The Committee recommended this issue be tackled at the V-Cat Council level with a Council appointed committee to work on this.

**Library Advisory Committee** (Exhibit 14): **Matczak's** video report included an update on the August 15, 2019 meeting which included staff reports, round table discussions on working with young adults and ongoing projects at members' libraries, as well as review of the draft WVLS System Plan and budget.

#### **2020 MCPL/WVLS RESOURCE LIBRARY AGREEMENT** – draft (Exhibit 15):

Sepnafski reported that the only changes to the previous agreement were the dates. It is anticipated that the MCPL Board will approve the agreement at its October meeting.

**Otten/Lay motion to approve the 2020 MCPL/WVLS Resource Library Agreement as presented. All aye. Motion carried.**

#### **2020 HEALTH INSURANCE** (Exhibit 16):

**Hildebrand** walked Board members through the 2020 rates and WVLS financial obligation to continue the employee health benefit package.

**Pechura/Grunseth motion to accept the 2020 health insurance proposal as presented. All aye. Motion carried.**

#### **2020 WVLS SYSTEM PLAN** – draft (Exhibit 17):

**Sepnafski** reported that the system plan was identical to the draft reviewed at the August 17 meeting except for the addition of #7 ("Investigate new digital resources that may be beneficial to member libraries") under new or priority activities related to collection development on page 6.

**Pechura/Olszewski motion to approve the 2020 WVLS System Plan as amended. All aye. Motion carried.**

#### **2020 WVLS BUDGET** – draft (Exhibit 18):

**Sepnafski** reported that the budget document was identical to the draft reviewed at the August 17 meeting except for tweaks to the staff benefit section reflecting the most recent health insurance information and LEAN WI portion. The changes are cost neutral, the budget is still balanced and the member cost shares calculation remains unchanged.

**Pechura/Olszewski motion to approve the 2020 WVLS Budget as amended. All aye. Motion carried.**

#### **2020-2021 LEAN WI TECHNOLOGY PLAN** – draft (Exhibit 19):

**Klingbeil** reviewed Exhibit 19 noting updates to previous versions and the plan's usefulness for member library long range planning.

**Lay/Grunseth motion to approve the 2020-2021 LEAN WI Technology Plan as presented. All aye. Motion carried.**

#### **CONCERNS, COMMENTS AND ANNOUNCEMENTS FROM AREA LIBRARY PERSONNEL AND**

**TRUSTEES:** **Backus** related a story about the philanthropy of Wisconsin/Virginia father and son basketball players/coaches, Dick and Tony Bennett. **Otten** expressed the hope that the LWVNOW group might develop a future interest in Kids Voting USA in the northern counties making up their region.

**Pechura** mentioned an interest in recent reports of libraries hiring part time social workers and otherwise

seeking new personnel with non-traditional skills to support creative outreach programs designed to meet a wider array of community needs. **Olszewski** mentioned Assembly Representative Jesse James visited the Withee Public Library, bringing Wisconsin highway and larger laminated maps.

**GRANT/SCHOLARSHIP APPLICATIONS:** None were reported.

**REQUEST FOR FUTURE AGENDA ITEMS:** None were offered.

**NEXT MEETING DATES:** WVLS Board of Trustees – November 16, 2019

**ADJOURNMENT:** Grunseth/Pechura motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:27 AM.

Respectfully submitted,  
Kris Adams Wendt, Meeting Recorder