

**WISCONSIN VALLEY LIBRARY SERVICE**

**Board of Trustees Meeting**

November 16, 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 January 18, 2020.

President Tom **Bobrofsky** called the meeting to order at 9:30 AM. Roll call was taken by **Wendt** and a quorum was declared present.

**Present**

- Tom Bobrofsky, President
- Pat Pechura, Vice-President
- Mike 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
- Doug Lay, member
- Louise Olszewski, member
- Diane Peterson, member
- Kari Sweeney, member

**Others Present**

- Marla Sepnafski, WVLS Director
- Josh Klingbeil, WVLS staff
- Anne Hamland, WVLS staff
- Jamie Matczak, WVLS staff
- Susie Hafemeister, WVLS staff
- Kris Adams Wendt, WVLS staff
- Senator Jerry Petrowski, guest
- Judy Bobrofsky, guest

**Vacant seat**

Marathon County representative

**INTRODUCTION OF SPECIAL GUESTS:**

**Bobrofsky** introduced 29<sup>th</sup> District Senator Jerry Petrowski who surprised Marla Sepnafski by presenting her with a framed Legislative Citation honoring her achievement as WLA/DEMCO 2019 Librarian of the Year. The document was signed by Governor Tony Evers, Senator Petrowski, and Assembly Representatives Pat Snyder and John Spiros. (See photo below.)



**CONSENT AGENDA APPROVAL:**

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

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

Lay/Olszewski motion to approve minutes from the September 21, 2019 WVLS Board meeting with Treasurer’s Report motion corrected as made by Lay/Pechura. All aye. Motion carried.

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

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

## REPORTS:

**COLAND** (Exhibit 9): **Klingbeil** directed Board members to the November 8 COLAND agenda and his report of that meeting as distributed in the board packet.

**Resource Library** (Exhibit 10): **Sepnafski** drew the Board's attention to Marathon County Public Library documents distributed in the board packet.

During the September Marathon County Public Library Board meeting, WVLS expressed concerns regarding MCPL Administration interest in joining the South Central Library System (SCLS). Following the September meeting, MCPL Board President **Sharon Hunter** sent **Sepnafski** a letter which stated "I want to let you know that the Board of Trustees is only investigating the idea of the Marathon County Public Library moving to a different service area. We are moving very cautiously and want to make sure we have all the information to make a sound, informed decision. Therefore, we would like to invite you to be on the agenda at our Board of Trustees meeting on Monday, December 16, at 12:00 p.m. to present information on WVLS." **Sepnafski** responded on October 17 with a letter stating that WVLS appreciated **Hunter's** reassurance and hoped that the MCPL Board would endorse MCPL trustee Katie Rosenberg's recommendation to create a task force to study this matter in more detail, as well as expressing thanks for the opportunity to share information about WVLS in December.

During the October MCPL Board meeting, WVLS consultants **Matczak, Hamland and Metzler** presented the diverse ways in which WVLS collaborates with other public library systems across the state to provide service. (See Exhibit 11-b for a copy of Matczak's introductory comments and Exhibit 11-c for the presentation on WVLS collaborations.) At the same meeting, staff and SCLS representatives presented on the services it provides to member libraries, and the MCPL Board approved the formation of a task force charged with studying this issue in more detail to clarify the needs of MCPL and the patrons it serves. Members of the task force will include MCPL Board President **Sharon Hunter, Gary Beastrum and MiaGer Moua.**

On November 8, WVLS Board President **Tom Bobrofsky** sent a letter to the MCPL Director inviting him to attend an upcoming meeting of the WVLS Board to share his concerns about services received from WVLS. A copy of the letter (Exhibit 11-d) was also shared with each member of the MCPL Board. **Bobrofsky** reported that MCPL Director **Illick** declined the invitation but asked that it be kept open for a later date, responding that he and **Hunter** were "*not aware of any service issues that we seek to resolve at the present time*" and stating "*that we are presently forming a task force with the assistance of the Marathon County Corporation Counsel that will be charged with reviewing and comparing our present membership in WVLS with a potential membership in the South Central Library System in the future. We believe that there may be added benefit to our membership there, based on factors that would include the potential for collaborating with many other peer-sized libraries, a significantly larger aggregate system collection, and other factors to be explored.*"

Additional details regarding task force composition, organization and future meetings have yet to be determined. **Otten** and **Ackerman** reiterated their interest in representing WVLS at the table. The next MCPL Board meeting is November 18.

**Sepnafski** contacted DPI for an interpretation/confirmation of the language in Wis. Stat. 43.15(1)(a) regarding standards for public library systems and potential impact to WVLS, should Marathon County decide to withdraw its membership. The response from Public Library Administration Consultant Shannon Schulz of DPI's Public Library Development Team was: "*We have reviewed the language and legislative history behind the statute that pertains to this issue*

*and we agree that, while your system population would drop below 200,000, your number of counties would allow you to continue as a system despite Marathon County's departure. (2005 Wisconsin Act 420 Section 3)."*

**WVLS Director** (Exhibit 11): **Sepnafski** highlighted items of interest from her written report.

- Five WVLS trustees have terms set to expire at the end of the year: **Christy Janczewski** (Forest County), **Diane Peterson** (Lincoln County), **Jim Backus** and **Kari Sweeney** (Marathon County) and **Paul Knuth** (Oneida County). Notifications were sent to the clerks in those counties in mid-October.
- WVLS CIO Director **Joshua Klingbeil** was promoted to WVLS Assistant Director effective November 4, 2019. **Rachel Metzler**, husband Fred and daughter Mackenzie, welcomed baby girl Elizabeth Leslie Metzler on Friday, November 9.
- **Ruby Wenzel** announced her resignation as director of the Western Taylor County Public Library (Gilman). Neillsville Public Library Director **Cara Hart** will be leaving that position to become director of the Black River Falls Public Library, but has graciously offered to continue to mentor Thorp Public Library Director **Anne Kuipers**.
- The Wisconsin Public Library Email list developed by WiLS on behalf of the Wisconsin Public Library Consortium (WPLC) is now up and running. This list replaces DPI's Google Communities and the former WISPUBLIB as a forum for public library staff, board, and Friends to exchange information. Complete information about the list, including subscribing/unsubscribing and some protocol about sending to the list, may be found at <https://wplc.info/wispublib>.
- **Dan Trudgeon** from **KerberRose SC** sent WVLS a 2019 Engagement Letter to review and sign. The engagement letter outlines the services KerberRose SC will provide as part of the audit, audit procedures and responsibilities of WVLS. The gross fee to complete the 2019 audit of WVLS financial records will not exceed \$8,300.00.
- **Kristie Hauer**, Shawano County Library Director, sent a card to **Marla Sepnafski** stating, *"Thank you so much for the invite to the recent WVLS Director's Retreat. It was a great day of learning and a wonderful opportunity to interact with other library directors from outside my own system. **You have an excellent staff that set the bar high!**"* Kristie also sent Jamie an email regarding the Breakout EDU kits WVLS makes available for WVLS and IFLS Library System members saying *"I got super-excited to see you have the Breakout EDU kit for libraries that want to do escape room programming. Your librarians can feel free to pick Nancy and Paige's brains if that is helpful for escape room programs. They have a TON of plans that could be shared with other librarians and adapted to fit different libraries. We could also present our workshop to librarians or if anyone wanted to tour/experience our escape room in Shawano we could arrange for that."*

#### **Report from Education Consultant Jamie Matczak:**

- The Wisconsin Public Library Development Team, with the assistance of WiLS, recently performed a statewide assessment of barriers to participation in professional development opportunities by public library staff throughout Wisconsin. Part of this assessment included reaching out to library directors, system consultants, and professional development leaders in other states. **Matczak** was interviewed by **Melissa McLimans** (WiLS) in July. The report summary states: "the biggest barrier to participation in CE was nearly unanimous – lack of time and lack of adequate staff coverage. This, of course, takes different forms. Library directors have many competing job duties and prioritizing CE often comes at the cost of another responsibility; libraries on average are open more hours and have fewer FTE hours than 10 years ago; and libraries in smaller, more rural locations face the double burden of having very few staff members to cover

for CE participation and often have farther to travel to attend in-person events.” **Matczak** will join continuing education consultants from other systems at a meeting in Stevens Point on November 18 to talk about this report and further state initiatives.

- The Southwest Library System (SWLS) will partner with WVLS in 2020 to provide continuing education webinars of interest to member libraries. As part of the partnership, WVLS will develop 7-10 webinars on behalf of libraries in both systems; answer any program-related questions from SWLS member colleagues; provide SWLS with Continuing Education Activity Sheets, attendance records and survey results for each webinar; and develop a survey with SWLS and the Northern Waters Library Service to distribute to member libraries in August 2020.
- **Jean Anderson** from SCLS has invited **Matczak** to make a 60-minute presentation to SCLS member library directors on Library Marketing, with a focus on photography. The November 21 program will include general photo-taking tips, best practices for posting photos on Facebook and Instagram, and favorite photo editing apps.
- **Matczak** and **Sepnafski** attended two additional meetings of the Demmer Memorial Library’s (Three Lakes) Strategic Planning Workgroup. With the completion of the last meeting, the “first phase” of this Workgroup’s charge to develop a strategic plan for the library is winding down. WVLS will use the information and tools shared in this workgroup’s process to develop a “Strategic Planning Toolkit” and assist the Antigo Public Library to develop a strategic plan. The next meeting of the Strategic Planning Workgroup is November 21.
- **Matczak** continues to meet with members of the statewide Marketing Cohort to develop a marketing plan template for public libraries. Other members of the Cohort working on this plan include **Mark Ibach** (SCLS), **Chad Glamann** (Outagamie Waupaca Library System) and **Lori Baumgart** (Nicolet Federated Library System). The goal of this project is to provide all sizes of libraries with an adaptable marketing template that they can use to improve marketing efforts.
- The NWLS/WVLS IDEA (Inclusive, Diversity, Equity and Access) Team will meet on November 19 in Spooner to discuss non-English language promotional materials for summer reading programs, ideas for the LSTA Continuing Education Subaward offered through DPI, the “Toward One Wisconsin” conference in April 2020, and **Laurie Ollhoff’s** (T.B. Scott Library, Merrill) report on the Equity in Action class.
- As a result of the rave reviews of the **Ryan Dowd** training for librarians in working with homeless – and other challenging – populations, and positive review of the free trial, DPI has made Ryan Dowd’s Librarians Guide to Homelessness a synchronous online training available to the entire Wisconsin Library Community starting January 1, 2020. System continuing education consultants will meet in mid-November to start planning for this opportunity in their respective regions.
- The WVLS Director’s Retreat was held on Thursday, Sept. 26, at Bunkers at Tribute Golf Course in Wausau. Attending were 26 library directors representing WVLS, NWLS, IFLS and NFLS. The theme, “Maintain and Sustain,” focused on ways the library can remove barriers and become more welcoming, administrative practices and refreshing library spaces, and improving productivity. The day featured two guest speakers, **Curt Beyler** and **Dr. Brenda Frazier**. Beyler, who has been the Facilities Manager at the Brown County Library for 10 years, shared tips on library cleaning and maintenance. **Frazier**, a professor of Leadership/Management at several colleges including Northcentral Technical College, spoke about time management. **Matczak**, **Anne Hamland** and **Sherry Machones** hosted table topic discussions, along with a presentation by **Rachel Metzler** on the WVLS professional collection and new makerspace items. The day

received high evaluations in being “practical,” “engaging,” and that “new information was learned.” One attendee wrote, “I loved everything about this retreat!” Another said, “I LOVED having library directors from other systems participate.”

- Co-sponsored by the Northern Waters Library System, Southwest Library System and WVLS, the “Marketing the Value of your Library” webinar series held in October had high attendance and received positive feedback. Presenters for this series included **Kathy Dempsey**, **Jennifer Burke**, and **Patrick Sweeney**. One attendee said, “This webinar provided good advice for my next talk to the local Rotary Club, and it gave me new ideas for interacting with my City Council. EXCELLENT information.”
- Tech Days Workshops held on November 5-7 in Rice Lake, Wausau and Black River Falls registered 25 attendees representing four different public library systems. The keynote presentation led by **Kris Turner** of the UW-Madison Law Library covered the digital divide and website tips. The breakout sessions in the afternoon covered privacy, databases, productivity tools and IT help. Over 90% of the attendees indicated the material was practical, and they planned to start using the new tools learned about.
- The list of presentations for the Wild Wisconsin Winter Web Conference was shared with the state CE coordinators in early October. All 16 library systems are once again supporting this year’s conference, contributing \$222 each to underwrite speaker fees, thank you gifts, webinar captioning, the conference logo, the conference website domain, and the conference website. Support will also be provided by the Wisconsin Department of Instruction (DPI) Public Library Development Team, with funding support from the Institute of Museum and Library Services. This year, there will be 14 presentations in four tracks will be in Adult Services, Small Libraries, Library Management, and Tech Trends. (see EXHIBIT 11-i) Conference registration is set to open the last week of November. **Matczak** is the founding coordinator of the Wild Wisconsin Winter Web Conference.

#### **Report from Public Library Services Consultant Anne Hamland:**

- **Hamland** is in the process of scheduling conversations with all member public librarians serving youth. These conversations drive WVLS decisions for services in areas of continuing education, workshop themes, youth services information exchange (YSIE) topics, scholarships and grant development, while providing an opportunity for personal and professional support for WVLS librarians.
- **Hamland** and members of the Wisconsin Library Association’s Youth Services Section (YSS) celebrated a successful WLA annual conference. As a member of the YSS Board, she announces YSS information and publish monthly YSS emails sent to librarians across the state and coordinates the YSS social media presence as lead member of the YSS Marketing Subcommittee.
- The 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, with featured speakers **Julia Carlis** from Pleasant Hill Library Manager (Minnesota), and **Mollie Stanford**, who is the Youth Services and Training Regional Librarian at Arrowhead Library System (Minnesota), and a 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.
- **Hamland** let discussion and review about the spring Creative Aging workshops during the WVLS-hosted Adult Services Summit held on November 7. Minocqua Public Library Outreach Librarian **Kelly Raddatz** explained how she became

certified to lead the Strong Bodies program and fired up non-traditional programs with local businesses and new collaborations. The gathering finished with attendees sharing how their library is serving adults and what they might try going forward.

- **Hamland** hosted the Fall 2019 Website Co-Workday at the Thorp Public Library on October 23. Fifteen attendees representing three systems (IFLS, NWLS, and WVLS) shared their website, explored new designs, completed maintenance tasks, and focused on their website's mobile display. In late October, **Hamland** began updating links to all BadgerLink resources on IFLS and WVLS member libraries' WordPress websites that are supported by LEAN WI. This project will be completed by the end of November.
- A marketing toolkit that invites donations to the WVLS OverDrive Advantage fund was recently developed by the WVLS OverDrive Advantage Selection Committee and shared with member libraries. (Examples of materials are shared as EXHIBITS 11-g and 11-h) The account was founded by a generous grant from WVLS in 2017, but funds are nearly depleted, and it now relies on donations from library users and member libraries, and a "holds reduction" rebate from the Wisconsin Public Library Consortium. Members of the WVLS OverDrive Advantage Selection Committee include: **Katie Zimmerman** (Chair) and **Kate Sullivan** (MCPL), **Cindy Wendt** (Minocqua), **Jenny Jochimsen** (Abbotsford) and **Loralee Petersen** (Owen).

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

- **Klingbeil** distributed the five-year LEAN WI Information Technology Strategy Plan (January 2020 – December 2024). It includes an aggressive timeline for 2020-2021 but is considered a "living document" for continuing services going forward. Discussion ensued with board members approving the report by consensus as a work in progress in anticipation of being kept updated as to future improvements and changes.

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

- The WVLS partnership with the League of Women Voters of the Northwoods (LWVNOW) was featured in a Wisconsin Library Association (WLA) Annual Conference program called "Get Ready for 2020! Voter Education and Registration Assistance Project" on October 10. Panelists were **Debra Durchslag** and **Yolan Mistele** from LWVNOW, T.B. Scott Free Library (Merrill) Assistant Director **Laurie Ollhoff**, and **Wendt** from WVLS. See EXHIBIT 11-e for the feature article about the LWVNOW and WVLS partnership in the statewide September 2019 newsletter. The WLA presentation was one of four sessions to be live streamed and archived on the WLA YouTube channel at [www.youtube.com/watch?v=DnbMoWodyTc](http://www.youtube.com/watch?v=DnbMoWodyTc)
- WLA's Library Legislative Day will be held at the Madison Concourse Hotel on February 11, 2020. (See EXHIBIT 11-f for copy of the registration form or visit <http://wla.wisconsinlibraries.org/legislative/legislative-day>.) The deadline to register is January 17. Appointments may be requested for up to 6 legislators, starting with the Senator and Assembly Representative corresponding to each registrant's voting address. To confirm correct legislators, enter a voting address at <http://maps.legis.wisconsin.gov> **Clark County:** Senator Bernier and either Rep. James or Rep. Kulp. **Forest County:** Senator Tiffany and either Rep. Swearingen or Rep. Mursau. **Langlade and Lincoln Counties:** Senator Tiffany and Rep. Felzkowski. **Marathon County:** Either Senator Bernier or Senator Petrowski and either Rep. Kulp, Rep. Snyder, Rep. Spiros or Rep. Edming. **Oneida County:**



Senator Tiffany and either Rep. Swearingen or Rep. Felzkowski. **Taylor County:** Senator Petrowski and Rep. Edming.

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

- “**Laundromat Libraries Aim to Boost Literacy in Milwaukee**” [WUWM]; <https://www.wuwm.com/post/laundromat-libraries-aim-boost-literacy-milwaukee>
- “**Janesville Library Considers staffing social worker to help homeless**” <https://wkow.com/news/2019/09/10/janesville-library-considers-staffing-social-worker-to-help-homeless/>
- “**Local Library Breaks Down Barriers**” <https://www.spectatornews.com/campus-news/2019/09/18/local-library-breaks-down-barriers/>
- “**Penn Yan Library, Yates Add Charging Station, Horse Shelter**” <https://www.chronicle-express.com/news/20191103/penn-yan-library-yates--add-charging-station-horse-shelter>

At this point Bobrofsky suspended the meeting for a 10-minute break.

**V-Cat Council** (Exhibit 12): The V-Cat Council met on November 7. **Klingbeil** reported that **Katie Zimmerman** has been hired as the new ILS Administrator. Chairperson **Tammie Blomberg** called for volunteers to participate on a Voting Models Exploratory Committee and will make appointments prior to the next meeting. **Ashley Polinski** (Rhineland District Library) was selected to represent the V-Cat Council at the IUG (Innovative Users Group) Conference in Minneapolis in 2020. Blomberg will serve as her backup. The V-Cat Council selected **iTiva** to procure/implement as a notification system with the understanding that WVLS will continue follow-up research on another product, ShoutBomb, in the event the timeline of iTiva procurement allows for a product review and reassessment by the February 2020 meeting of the Council.

**ARSL Conference** (Exhibit 13): **Matzcak** drew the board’s attention to reports from WVLS attendees at the September 5-7 Association for Rural & Small Libraries (ARSL) Conference in Burlington, VT.

**WLA Conference** (Exhibit 14): WVLS Board members and staff members who attended the October 8-11 WLA Annual Conference in Wisconsin Dells briefly highlighted shared information from various program sessions. **Backus** mentioned Rib Lake Public Library Director **Tammie Blomberg** was present in the exhibit area as a Board of Directors member for Village Book Builders. <https://www.villagebookbuilders.org/> Exhibit 14 includes reports from WVLS Scholarship attendees and staff.

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

Sepnafski returned the document to the board for a second approval after discovering an incorrect date. **Pechura/Jopek motion to reapprove the 2020 MCPL/WVLS Resource Library Agreement as amended. All aye. Motion carried.**

**APPOINTMENT OF 2020 LAC MEMBERS** (Exhibit 16):

**Ackerman/Cain motion to approve the 2020 roster for the WVLS Library Advisory Council as presented. All aye. Motion carried.**

**APPOINTMENT OF 2020 V-CAT STEERING COMMITTEE MEMBERS** (Exhibit 17):

**Pechura/Lay motion to approve the 2020 roster for the WVLS V-Cat Steering Committee as presented. All aye. Motion carried.**

**APPOINTMENT OF WVLS BOARD OF TRUSTEES NOMINATING COMMITTEE:**

**Bobrofsky** appointed **Olszewski** to chair the WVLS Board of Trustees Nominating Committee with **Grunseth** and **Knuth** as members.

**TEMPORARY APPOINTMENT OF PRESIDENT (BOBROFSKY), VICE-PRESIDENT (PECHURA), AND TREASURER (OTTEN) TO RETAIN DUTIES FROM JANUARY 1, 2020 THROUGH THE FIRST 2020 BOARD MEETING:**

**Lay/Knuth** motion to temporarily appoint **President Bobrofsky, Vice-President Pechura** and **Treasurer Otten** to retain their duties from January 1, 2020 through the January 18 board meeting. All aye. Motion carried.

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

**Bobrofsky** reported that the Clark County Board of Supervisors approved a 2020 budget that included a 78% rate for Act 150 payments to the county's public libraries. **Backus** reported on Wisconsin Library Trustees and Friends (WLTF) restructuring and refurbishing of its webpages. **Olszewski** expressed thanks to WVLS for making her attendance at WLA Conference possible and reported on the Withee Public Library's annual Veteran's Day Open House event and Owen Public Library participation in the business association's Halloween promotion. **Ackerman** reported on the Janke Book Store centennial celebration as Wisconsin's oldest independent book store continuously owned by one family. **Pechura** reported on the Minocqua Public Library partnership with the Wings specialized education program. **Wendt** reported that the Forest County budget includes an 80% rate for Act 150 payments in 2020. **Sweeney** shared information about the "What Should I Read Next?" podcast. **Klingbeil** mentioned the Western Taylor County Public Library in Gilman is nearly finished with its construction project.

**NEXT MEETING DATES:** WVLS Board of Trustees – Saturday, January 18, 2020

**ADJOURNMENT:** **Grunseth/Ackerman** motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:55 AM.

Respectfully submitted,  
Kris Adams Wendt, Meeting Recorder