

WISCONSIN VALLEY LIBRARY SERVICE

Board of Trustees Meeting

January 25, 2020

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 March 21, 2020.

President Tom **Bobrofsky** called the meeting to order at 9:33 AM. Roll call was taken by **Hafemeister** 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
- Christy Janczewski, member (remote)
- Peg Jopek, member (remote)
- Louise Olszewski, member
- Diane Peterson, member
- Kari Sweeney, member

Others Present

- Marla Sepnafski, WVLS Director
- Josh Klingbeil, WVLS staff
- Anne Hamland, WVLS staff (remote)
- Susie Hafemeister, WVLS staff
- Kris Adams Wendt, WVLS staff (remote)

Excused

- Eileen Grunseth, member
- Doug Lay, member
- Paul Knuth, member

Vacant seat

Marathon County representative

CONSENT AGENDA APPROVAL:

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

APPROVAL OF MINUTES (Exhibit 1):

Ackerman/Olszewski motion to approve minutes from the November 16, 2019 WVLS Board meeting. All aye. Motion carried.

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

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

2019 TREASURER’S REPORT (Exhibit 9):

Pechura/Ackerman motion to approve the 2019 Treasurer’s Report as presented. All aye. Motion carried.

REPORTS:

Resource Library (Exhibit 10):

Sepnafski drew the Board’s attention to Marathon County Public Library documents distributed in the board packet.

WLTF: Backus noted that the group’s webpage is undergoing revision. He is working with former WLTF Chair Bill Wilson to gather a nominating committee and address current officer vacancies.

COLAND (Exhibit 11):

Klingbeil directed Board members to the January 20, 2020 COLAND agenda and his report of that meeting as distributed in the board packet.

WVLS Director including 2019 WVLS Staff Report (Exhibit 12):

During the Marathon County Public Library Board meeting on November 18, 2019 and as a follow-up to MCPL Director **Ralph Illick's** letter which indicated that MCPL was not aware of any service issues that they seek to resolve at the present time, **Sepnafski** responded that while the WVLS Board was pleased that MCPL did not have any service issues to bring to their attention, they could not help but think that, given the process the MCPL was undertaking, there must be unaddressed issues. If not related to service, then what? Sepnafski reminded the MCPL Board that WVLS staff and two Marathon County representatives on the WVLS Board, **Michael Otten** and **Sonja Ackerman**, were willing to serve on the task force and to lend assistance in whatever manner most helpful.

The presentation by WVLS staff at the **December 16** MCPL Board meeting provided an opportunity to introduce WVLS to them and to reinforce the reasons why WVLS is best suited to support MCPL in providing the finest service possible to Marathon County residents. As WVLS services are not at the heart of the MCPL Board's investigation, the presentation addressed the statement **Illick** made in his November 8 letter to WVLS Board President **Tom Bobrofsky**: "*We believe that there may be added benefit to our membership [in the South Central Library System], 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.*" The WVLS presentation shared significant ways in which WVLS collaborates with colleagues across the state and nation to provide service to member libraries; conversations with peer libraries in Green Bay, Milwaukee and Waukesha and their suggestions for collaborating and outreach with colleagues within and outside their respective systems; examples of ways in which WVLS helps member libraries connect with others; and, how WVLS might be able to help MCPL collaborate with peer libraries.

An issue raised by the MCPL Board following the presentation had to do with the library's single vote in the V-Cat Consortium. WVLS CIO Joshua Klingbeil informed them that the V-Cat Council had recently developed a committee to research and analyze voting methodologies.

It was also announced at the December MCPL Board meeting that meetings of the MCPL Board's Task Force will be scheduled one-hour prior to MCPL Board meetings from January-June 2020. The first meeting of the Task Force will be on Monday January 27, 2020 followed by the MCPL Board meeting at noon.

A WVLS website has been developed to archive correspondence, presentations and other information related to this topic. For additional information, visit <https://wvls.org/mcpl-system-exploration/>.

Sepnafski highlighted further items of interest from her written report.

- **2020 System Aid:** In late November 2019, DPI informed WVLS that our 2020 Plan was approved and that our first (of two) 2020 state aid payments would be released. The first payment of \$681,518 was transferred electronically into a WVLS investment account at that time.
- **WVLS Board Appointments:** WVLS received notifications from Marathon County indicating **Jim Backus** and **Kari Sweeney** had been reappointed to the WVLS Board and from Oneida

County that **Paul Knuth** was approved for another term. We expect to hear from Forest County by the end of the month regarding **Christy Janczewski's** reappointment.

- **WLA Memberships Renewed for WVLS Trustees:** The necessary Wisconsin Library Association membership forms for 2020 were submitted for WVLS Board members.
- The Neillsville Public Library Board hired **Janay Ziebell** as the new director of the library. She replaces **Cara Hart** who left the position to assume the directorship at the Black River Falls Public Library. **Ziebell's** first day on the job was Monday, January 6. **Steven Devine Jelinski** has been hired as the new director at the Western Taylor County Public Library (Gilman), replacing **Ruby Wenzel** who resigned from the position in late 2019.
- **Sepnafski** has been appointed to serve on UW-Madison iSchool's Alumni Board for a one-year term. As the board is made up of alumni from all over the country, most of the board's business will be done remotely.
- **The Edward U. Demmer Memorial Library** in Three Lakes was named one of Library Journal's 2019 Star Libraries based on selected per capita output measures. This year, out of 6,333 U.S. public libraries, 261 qualified to be rated in the Index.
- At its October 2019 meeting, the Wisconsin Public Library Consortium (WPLC Board) elected **Kristen Anderson**, Winding Rivers Library System Director, as the WPLC Board Chair and **Anne Hamland** as the WPLC Board Vice-Chair for 2020.
- **Virginia "Ginny" Javenkoski**, former Children's Librarian and Director of the Demmer Memorial Library (Three Lakes) passed away on December 1, 2019. She received a Friend of Education award from the Three Lakes School District and worked for the library for 34 years. **Diane Johnson**, former director of the Wabeno Public Library passed away on January 14, 2020. Former WVLS volunteer, **Marion (Burns) Fehlhaber** passed away on January 9, 2020. She was 95 years old.

Sepnafski distributed this additional information:

- **"Bag of snakes brings new library policy in Madison County"** <https://www.citizen-times.com/story/news/madison/2019/10/20/madison-county-library-policy-bans-bags-snakes/4002405002/> Interim Director Peggy Goforth knew the Madison County (NC) Public Library needed a new policy governing service animals when a man walked into the Marshall branch carrying a bag of snakes.
- **New Study Links More Than \$1 Billion in Library Funding to Census Results** The population count in the decennial census determines the level of funding allotted to each state through the Library Services and Technology Act (LSTA). The legislation's Grants to States program provides federal funding to state library agencies to support libraries in their state. The program is one of more than 300 federal programs that allocates funding to local communities based on data derived from the Census.
- **FY 2020 Library Budget signed; Final bill includes increases for LSTA and other programs** Congress provided the largest increase for the Institute and Library Services (IMLS) and LSTA in 12 years!

Report from Public Library Services Consultant Anne Hamland:

- In November, the WVLS OverDrive Advantage Selection Committee shared with member libraries a marketing toolkit that invites donations to the WVLS OverDrive Advantage fund. Since then, the fund received two donations – a \$100 memorial from the T.B. Scott Library (Merrill) and \$4,547.35 from the E.U. Demmer Memorial Library Foundation (Three Lakes).
- WVLS is assisting member libraries with promotional tools and reference information about the 2020 US Census. Other systems have picked up the WVLS website presentation of census tools.
- Macmillan, one of the "Big 5" publishers in the United States and publisher to many best-selling authors, has decided to severely limit the number of e-book and digital audiobook

copies that libraries are able to purchase in the first eight weeks after a title's publication. This "embargo" will significantly limit access to Macmillan titles, and allow the WPLC Consortium to only purchase 16 copies of any title for the entire state. It is anticipated that hold times for these titles will increase dramatically. As a result, in December, the WPLC Board, Digital Library Steering Committee and Collection Development Committee voted to partially boycott Macmillan. Consortium and Advantage selectors were advised that the WPLC and Advantage accounts would not purchase any new Macmillan ebook titles at this time; WPLC would continue to purchase only audiobooks and copies of currently owned Macmillan ebook titles needed to fill holds; and, WPLC would work with OverDrive to remove Macmillan titles from curated lists and browsing collections in the Wisconsin Digital library.

- A new "Hold Redelivery" feature will debut in early 2020 allowing Wisconsin Digital Library users to "suspend a hold even after it's made available to them, while maintaining their place on the wait list." This a useful feature for those who have experienced receiving too many items to read at once.
- **Jamie Matczak's** 60-minute presentation "Library Marketing (with a Focus on Photography)," provided during a day-long workshop by the South Central Library System last November, was well received. As a result, Matczak submitted this presentation as a program proposal for the Wisconsin Association of Public Libraries (WAPL) Conference to be held April 29-May 1 in Oshkosh.
- **Hamland** and the LAWDS team of **Leah Langby** (IFLS), **Sherry Machones** (NWLS), **Jon Menz**, Chief Executive Officer of the Workforce Development Board of West Central Wisconsin, and **Mari Kay-Nabozny**, Chief Executive Officer of the Northwest Wisconsin Workforce Investment Board, have set dates for four meetings in spring 2020 to introduce public library staff to local job center staff. Prior to the meeting and in preparation for the meeting discussions, public library staff will receive Module 1: "Workforce Development Board Roles and Responsibilities" and resources from job centers in their proximity. The first meeting is slated for March 18 at the Altoona Public Library. An agenda for the gatherings hasn't been formalized but is expected to include guided discussion on how public libraries and job centers provide workforce development assistance, skits developed from service scenarios, and relationship building.
- **Hamland, Mark Jochem (SCLS), Machones** and **Nicole Rice**, Workforce Services Director for the North Central Wisconsin Workforce Development Board, are working to set dates for similar opportunities in the Forest, Langlade, Lincoln, Marathon, Oneida, Vilas, Adams, Portage, and Wood county region.
- **Matczak** and members of the statewide Public Library System Marketing Cohort met in Wausau on November 22 to review and refine the draft Public Library Marketing Plan Template. To continue this effort, **Matczak, Mark Ibach** (SCLS) and **Kathy Dempsey**, whose work the draft plan models, will host a webinar on February 12 to introduce the draft plan to public libraries and solicit their feedback. 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** is looking for a few new members to work on inclusive projects. The next meeting is tentatively scheduled for February 18 at a location to be determined. The Team would like to see more resources shared via the Inclusive Services webpage in 2020 and do more to plan continuing education opportunities that have been suggested. The Team still plans on offering assistance to libraries with [*The Inclusive Services Assessment and Guide for Wisconsin Public Libraries.*](#)
- The NWLS Winter Retreat was held on Dec. 13 in Seeley, WI. There were 18 attendees, mostly member librarians from NWLS. **Angela Meyers**, Coordinator of Youth and Inclusive Services at the Bridges Library System, spoke about library accessibility in the morning and **Matczak** spoke on customer service in the afternoon.

- Forty-three public and school librarians from eight library systems attended a day-long workshop **Super Storytimes!** for libraries serving youth, held on December 4 in the Marathon County Public Library. The morning speakers, **Julia Carlis** and **Mollie Stanford**, were participants in the national 2018 Supercharged Storytimes for All Train-the-Trainer Program and selected instructors for Minnesota's Supercharged Storytimes For All statewide online program. The afternoon session, "Storytime Expert Series," featured rapid-fire presentations from expert area colleagues on four aspects of storytime: Music and Movement (**Jerissa Koenig**, Eau Claire); Sensory Friendly (**Katie Kubisiak**, Rhinelander and **Laura Lawler**, MCPL); Science/STEAM (**Krista Blomberg**, Rib Lake); and, Nature (**Annette Miller**, Tomahawk).
- To help library professionals better help ALL patrons, DPI has purchased a subscription to **Ryan Dowd's Librarian's Guide to Homelessness** training. The training is three and a half hours long, is on-demand, and may be viewed whenever it works best for personal schedules - either all at once or in smaller segments. The subscription to the training will be available until December 31, 2020. Contact Matczak for more information.
- In the latest WVLS Digital Byte, **Hamland** and DPI Public Library Development Team Consultant **Tessa Michaelson Schmidt** introduced a new tool originating at WVLS used to track library program statistics in the annual report. View the training on YouTube at <https://youtu.be/vOgKrgo11v4> and the transcript at <https://wvls.org/wp-content/uploads/2020/01/Keeping-Track.pdf>

Report from Chief Information Officer Josh Klingbeil:

- Klingbeil summarized technology projects and issues including a large scale migration from the remote desktop access tool LogMeIn, to Splashtop; System Center Configuration Manager deployments, the RFI from WILS regarding a potential resource sharing project for hosting Newspaper Archives, the Statewide Collaborative Backup project, the continuation of service onboarding with Northern Waters Library Service, and core switching updates to the primary infrastructure upgrades.
- WVLS has discovered the likely root problem of the recurring "Sierra Slowness" issues. Performance issues with the cover art image service by Content Café were causing the search function slowness experiences in the Sierra Desktop Application as well as the online catalog.

Bobrofsky asked for approval of the 2019 WVLS Staff Report which accompanies the system annual report to DPI.

Sweeney/Olszewski motion to approve the 2019 WVLS Staff Report as presented. All aye. Motion carried.

WLA's LD&L Committee/2020 Library Legislative Day (Exhibit 13):

Public Library Consultant **Kris Adams Wendt** reported that LD&L met in Madison on January 24. Based on participants registered for Library Legislative Day prior to the January 17 deadline, appointments are being made for all eleven legislators whose districts include portions of WVLS counties. Additional attendees can still be added to those appointments by the LD&L registration committee of which Wendt is a member. Wendt will coordinate transportation and briefing materials for the WVLS delegation and share appointment schedules as soon as they become available. Morning briefing program details are being finalized. Messaging during this non-budget producing year emphasizes appreciation for past support and sharing examples of the way in which state aid to public library systems which underwrite shared services enables local libraries to best utilize local dollars to provide services tailored to their community needs.

Marketing Conference (Exhibit 14): Board members were directed to Jamie Matczak's report, noting that the year in the heading should be 2019 rather than 2018.

WVLS CONFLICT OF INTEREST AND DISCLOSURE FORM (Exhibit 15):

Bobrofsky introduced the annual update to board member conflict of interest and disclosure form. Board members in attendance were requested to complete the information at the close of regular business; members participating remotely will receive their copies via email attachment.

REPORT OF THE NOMINATING COMMITTEE:

Nominating Committee Chair **Olszewski** reported that she, **Grunseth** and **Knuth** recommended a slate of 2020 officers to return **Bobrofsky** as President, **Pechura** as Vice-President, and **Otten** as Treasurer, along with Executive Committee members **Cain**, **Jopek**, **Peterson**, and **Sweeney**. There were no further nominations from the floor.

Ackerman/Pechura motion to close nominations and accept the Nominating Committee's report as presented. All aye. Motion carried.

ELECTION OF 2020 OFFICERS AND EXECUTIVE COMMITTEE MEMBERS:

Sweeney/Pechura motion to elect the officers and Executive Committee members as presented by acclamation. All aye. Motion carried.

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

Hamland shared her recent work on the Owen Public Library's new website which includes digitized historical photos. **Backus** initiated a brief book discussion about the novel *American Dirt*. **Olszewski** thanked WVLS for underwriting WLA membership for its trustee board. She mentioned that the WLA Libraries Transform posters for Senator Bernier and Representative James will be delivered to their offices on Library Legislative Day. The Withee Public Library has received a grant to do adult technology training.

SCHOLARSHIP APPLICATIONS: None

REQUEST FOR FUTURE AGENDA ITEMS: Evaluation of WVLS Director, presentation of WVLS annual report

SELECTION OF DATES FOR 2020 BOARD, EXECUTIVE COMMITTEE AND V-CAT STEERING COMMITTEE MEETINGS (Exhibit 16):

Pechura/Otten motion to accept the calendar presented as exhibit 16. All aye. Motion carried.

ADJOURNMENT: Pechura/Cain motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:24 AM.

Respectfully submitted,
Kris Adams Wendt, Meeting Recorder