

**WISCONSIN VALLEY LIBRARY SERVICE**  
**Board of Trustees Meeting**  
May 16, 2020  
Held by remote attendance only  
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 August 15, 2020.

President Tom **Bobrofsky** called the meeting to order at 9:36 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  
Sonja Ackerman, member  
Tyson Cain, member  
Eileen Grunseth, member  
Christy Janczewski, member  
Peg Jopek, 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  
Kris Adams Wendt, WVLS staff  
Katie Zimmerman, WVLS staff  
Sherry Machones, NWLS (WVLS inclusive service)

**Excused**

Paul Knuth, member

**Vacant**

Marathon County representative

**CONSENT AGENDA APPROVAL:**

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

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

**Lay/Jopek motion to approve minutes from the April 18, 2020 WVLS Board meeting and April 20, 2020 WVLS / V-Cat Steering Committee meeting. All aye. Motion carried.**

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

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

**TREASURER'S REPORT** (Exhibit 9):

**Lay/Pechura motion to approve the Treasurer's Report as presented. All aye. Motion carried.**

**REPORTS:**

**Resource Library** (Exhibit 10): **Sweeney** reported the MCPL System Inquiry Task Force would resume monthly meetings beginning on May 18.

**WLTF: Backus** had nothing to report.

**COLAND** (Exhibit 11): **Klingbeil** reported that COLAND met virtually on May 8. Bruce Smith joined the Division for Libraries and Technology staff as a Project Coordinator on April 13, 2020.

He previously led WiLS consulting project work. He will be coordinating activities associated with the Public Library System Redesign Project (PLSR) and Library Services and Technology Act (LSTA).

**Report from WVLS Director Marla Sepnafski** (Exhibit 12): Sepnafski noted the following highlights from the Director's Report before calling on staff members for updates on their assigned areas of expertise:

- The Wisconsin Division for Libraries and Technology team has established three writing teams to work in collaboration with system and public library staff in mapping out and drafting guidelines for reopening library services to the public in consultation with public health officials.
- WVLS staff had a lot of fun recording a message to member libraries during **National Library Week**. See <https://www.youtube.com/watch?v=MfoVDhQAjo8>.
- WiLS recently announced that Monarch Library System Director **Jennifer Chamberlain** was selected to be the new WiLS Executive Director. WiLS is a non-profit member-driven organization that serves libraries of all types and cultural institutions throughout Wisconsin and beyond. Chamberlain begins her new employment at WiLS on June 6 and replaces **Stef Morrill**, who resigned from that position at the end of February 2020.
- Former WVLS Board member **Eileen Goggins Schultz** passed away in April. She represented Marathon County on the board.

**Report from Inclusive Services Consultant Sherry Machones:**

- Recent inclusive services updates included links to resources for Asian/Pacific American Heritage Month in May, continuing education opportunities from the Wisconsin Council of the Blind and Visually Impaired, remote programing ideas from the Young Adult Library Services Association (YALSA), and information about the first LGBTQ+ digital collection at the Library of Congress.
- The statewide inclusivity "**Toward One Wisconsin" 2020 Conference**" originally slated to be held April 28-29 in Green Bay was rescheduled to November 12-13, 2020 due to the pandemic. If another outbreak occurs, conference organizers will be prepared to move to a virtual conference.

**Report from Education Consultant Jaime Matczak:**

- WVLS is continuing to add new resources to the aggregate **COVID-19 webpage**, maintain a COVID-19 Daily E-mail Update that shares timely information with members, and twice weekly "Staying Together" discussions to address the need for member library directors to connect with one another for shared expertise, counsel and support when needed.
- During the week of April 27, WVLS announced that minimal **courier service** would be offered to member libraries. The implementation of the one or two courier stops to libraries each week aligned with implementation practices of several other systems. WVLS worked with member libraries and Waltco to determine when and how to schedule safe deliveries. It is recommended that materials be quarantined for 72 hours.
- **Matczak** was notified that her program proposal, "Libraries and Smart Phone Photography" was accepted as a "Spark Talk" for the 2020 Association of Rural and Small Libraries (ARSL) Conference scheduled for September 30-October 3 in Wichita KS. Spark talks are like a TED Talk in that material is presented in a condensed 9-minute session. This will be Matczak's sixth presentation at an ARSL Conference, following those in 2012 (Raleigh), 2014 (Tacoma), 2015 (Little Rock), 2017 (St. George), and 2019 (Springfield). Travel arrangements have been put on hold pending trajectory of COVID-19 in coming months.

- The WVLS ILS Administrative Team received a request from **Michael Guidera**, a staff member at the **Ohio Northern University Taggart Law Library** to share some of our ILS training materials with him.
- **Jennifer Johnson**, Library Advancement Assistant at the Vermont Department of Public Libraries asked Matczak for a copy of the **Marketing Plan Template** that was shared during the February 2020 statewide webinar called “An Introduction to Creating a Library Marketing Plan.” Developed by the System Marketing Cohort, the plan was shared on wispublib and is available on the WVLS website [HERE](#).
- **Matczak** was invited by Assignment Editor **Jonathan Gneiser** to be a member of a **Community Advisory Committee** for Green Bay’s NBC 26 (<https://www.nbc26.com/>) local news channel. The committee’s assignment is to achieve a better understanding of what local news viewers want and need from an NBC newscast during the COVID-19 pandemic and to provide routine advice and guidance. The committee meets once per week via Zoom.
- Planning is underway for **Trustee Training Week** (TTW) 2020. Held the week of August 24-28, TTW offers daily high-quality, one-hour webinars of interest to Wisconsin’s public library trustees and friends. Visit <https://www.wistrusteetraining.com/> to register and for more information. Tentative programs for 2020 TTW are **Core Values of Librarianship** with Jessamyn West, **Recruiting and Engaging Friends and Trustees Under Age 40** with Madeline Jarvis and Tess Wilson, **Equity, Diversity, Inclusion: What Library Trustees Need to Know** with Anne Phibbs, and **Walk the Line: How Trustees Can Best Lead Their Libraries Without Overstepping Their Authority** with Becky Spratford.
- **Matczak** is in discussions with IFLS Library System, Northern Waters Library Service and the Winding Rivers Library System about the annual fall **Tech Days** and considering a virtual workshop option.
- The 2021 **Wild Wisconsin Winter Web Conference** is set for January 27-28, 2021. **Matczak** is working with **Leah Langby** (IFLS Library System) and **Jean Anderson** (South Central Library System) on developing tracks and speakers.

#### **Report from ILS Administrator Katie Zimmerman:**

- **Zimmermann** continues to respond to rapidly changing service needs of our member libraries making ILS adjustments to manage holds, paging lists, notices, due dates etc. while closed or offering curbside service in accordance with Emergency Order #28. Under DPI guidelines and in collaboration with other ILS Administrators, best practices have been determined for V-Cat libraries in this unique situation. The ILS is designed to facilitate resource sharing, and it is challenging to fill patron requests with local materials without also filling holds that require materials to move between libraries.
- In considering ILS system changes, **Zimmermann** and **Rachel Metzler** have been evaluating potential solutions based on the limitations of the ILS, time required to implement and later reverse system changes alongside best estimates on the length of limited non-standard service models. Zimmermann has developed multiple instructional documents to guide libraries through the temporary processes.
- WVLS continues to monitor member library demand for filling holds between buildings and is working on plans to take incremental steps towards full resource sharing among V-Cat libraries. Libraries are asked to keep WVLS updated on curbside service and readiness to receive materials from other libraries.
- WVLS extended due dates to prevent fines from accruing while libraries are closed, and to keep patron's cards in good standing while maintaining patron access to online resources. A report of items extended to 6/1/2020 on 4/22/2020 will be shared with member libraries. Expiration dates for patron cards have also been extended. Regular reports are shared with member libraries.

- The V-Cat **Bibliographic and Interface Committee** continues to consider changes to facilitate better searching for Juvenile Foreign Language materials and display of Foreign Language Titles, as well as records for OverDrive materials in the V-Cat catalog. **Maria Pregler** (Antigo) has developed instructional documents for creating accurate records when splitting up multi-item sets. The Bibliographic and Interface Committee will meet again in May. The **Cooperative Circulation Committee** does not plan to meet until after the June 7 V-Cat Council meeting. The **Voting Models Exploratory Committee** met to further investigate formulas for weighting and representation among library systems in Wisconsin. The committee had preliminary discussions of how similar formulas could apply to V-Cat libraries and plans to meet again in May.

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

- Hamland** was one of the panelists featured in the March 25 webinar ***Remote and Online Services for Children: Resources for Youth Services Librarians***, sponsored by UW-Madison iSchool's Continuing Education Department as part of its "Alumni Webinar" series. Other panelists were **Abby Landers**, youth librarian at the La Crosse (WI) Public Library and **Marge Loch-Wouters**, Southwest WI Library System Youth Services Consultant. The panel shared tips on consistency in planning and intentionality in creating programs, how to navigate fair use laws, and ideas for programs and services during COVID-19 closures. While the webinar garnered capacity attendance, those who were unable to attend or would like more information can access the webinar recording, slides, chat log and resources list at <https://ischool.wisc.edu/continuing-education/free-webinars/>.
- Hamland, Leah Langby** (IFLS) and **Sherry Machones** (NWLS) were featured speakers in a Workforce Waves podcast **E22: How Libraries Help Job Seekers and Employers**. The podcast shared information about the Libraries Activating Workforce Development Skills (LAWDS) project, which brings together public library staff with the staff of regional Workforce Development Boards (WDBs) and Wisconsin Job Centers, to facilitate more seamless support of job-seeking patrons, business owners and entrepreneurs. Listen to the podcast via Apple: <https://itunes.apple.com/us/podcast/workforce-waves/id1387723147> or Google: [https://playmusic.app.goo.gl/?ibi=com.google.PlayMusic&isi=691797987&ius=googleplaymusic&apn=com.google.android.music&link=https://play.google.com/music/m/lI7mborpdwxd3hupstzp2k5m4?t%3DWo\\_rkforce\\_Waves%26pcampaignid%3DMKT-na-all-co-pr-mu-pod-16](https://playmusic.app.goo.gl/?ibi=com.google.PlayMusic&isi=691797987&ius=googleplaymusic&apn=com.google.android.music&link=https://play.google.com/music/m/lI7mborpdwxd3hupstzp2k5m4?t%3DWo_rkforce_Waves%26pcampaignid%3DMKT-na-all-co-pr-mu-pod-16).
- Donations to the **Member Library/WVLS Overdrive Advantage Digital Collection** now total \$5,538.73. Collectively these donations purchased 140 e-books and 48 e-audiobooks. These items will fulfill WVLS patron holds, work to reduce hold wait times and provide a better user experience. **Hamland** acknowledged the contributions of Granton Community Library, Granton School District, T.B. Scott Free Library (Merrill), Abbotsford Public Library, Minocqua Public Library and Greenwood Public Library. WVLS is proud of its member libraries' efforts in supporting the Wisconsin digital library during this time of increased use by sharing digital library information with schools and donating funds to increase the WVLS Advantage collection.
- The **Wisconsin Public Library Consortium (WPLC)** selection team added 400 simultaneous use titles to the Wisconsin Digital Library on March 16. On March 30, the Wisconsin Digital library received a \$250,000 grant from DPI Division for Libraries and Technology.
- On April 24, 2020 the Department of Instruction (DPI) finalized a three-year, statewide contract for **Beanstack**, an online reading challenge platform and mobile app, with the assistance of **Wisconsin Valley Library Service as fiscal agent**. **Hamland** and **Metzler**

assisted in product exploration and contract negotiation. The contract is managed by Wisconsin Valley Library Service and will run through 2023. Statewide support for Beanstack aligns with PLSR goals related to equity, shared services, and collaboration. For the full news release, visit: <https://dpi.wi.gov/wilibrariesforeveryone/investment-online-reading-platform-and-mobile-app-wisconsin-libraries>.

- The **Libraries Activating Workforce Development Skills (LAWDS)** project is pivoting to provide libraries with timely resources to support job seekers and workforce development efforts in their communities. The webinar “Unemployment Insurance Basics: Assisting Library Patrons” was presented to public libraries on April 27. Led by **Ann Astin** from the Division of Employment and Training (DET)/Job Service Bureau, the program answered general Unemployment Insurance questions, demonstrated best practices for library staff and gave a tour of the website my.unemployment.wisconsin.gov. It was recorded and will be offered and recorded a second time on May 18. A second webinar is planned.
- **Hamland** hosted the second Youth Services Check-in on April 30. Twenty-eight attendees from four library systems (WVLS, NWLS, IFLS, SCLS) discussed curbside services and providing self-directed activities such as “take and make” crafts and activities, and resources. Attendees shared successful “take and make” crafts and activities, brainstormed for future “take and make” options, and shared reports on virtual programming options in addition to virtual storytime.

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

- WVLS was approached by DPI in early April to act as fiscal agent for one or more projects connected to repurposed FY19 LSTA funds not yet committed and CARES Act funds not yet fully understood. LEAN WI has since been working with DPI to identify internet accessibility project ideas suitable for these funding channels.
- DPI agreed with the WVLS suggestion to adjust the LSTA relief from a single comprehensive statewide project to an even distribution of the available \$100,000 among the sixteen library systems (\$6,250 each) to be used to support system and library operations. If feasible, LEAN WI is still prepared to act as fiscal agent for any statewide or multi-system project(s) that may need one, though our primary focus will be on working with DPI to maximize equitable benefit across the state.
- A **Phone System Overlay** that provides a toll free number with an auto-attendant menu system to forward calls/voicemails to teams or to individuals, and supports SMS (texting), is being implemented for WVLS. A similar toll-free service has been established and tested for enabling toll free dial in to Bluejeans meeting services.
- A Public Service Commission (PSC) public WiFi availability map produced from data provided by Wisconsin library systems and public libraries is available at <https://maps.psc.wi.gov/apps/PublicWiFiLocations/>.
- LEAN WI had several planned infrastructure upgrade projects in the works to support operations, including extra bandwidth capacity to support the Statewide Backup Collaboration project. A BadgerNet “head-end” circuit upgrade from 1Gbps to 5Gbps planned for May 14. A similar bandwidth upgrade with WiscNet connectivity is still in the works to upgrade from a 1Gbps circuit to a 10Gbps circuit in the datacenter.

#### **Legislative Report from Library Consultant Kris Adams Wendt (Exhibit 12b)**

- The WLA Library Development & Legislation (LD&L) Committee met virtually on May 15 with the next biennial state budget again being the main topic of discussion. There are no changes or additions to add to the report shared at the April WVLS Board meeting. Complete WLA budget documents should be available in August.
- It was noted that Wisconsin’s LSTA grant is still governed by statutory maintenance of effort (MOE) rules that make Wisconsin’s continued state aid support for library services a

critical part of a healthy Division for Libraries & Technology budget from combined federal and state sources.

- While economic disruption caused by COVID-19 includes unforeseen expenditures and decreased tax revenue at the local, county and state levels, the past 6 years of relationship building and demonstrated return on state library aids have Wisconsin libraries well-positioned to message their value as key players in community recovery.
- Library stories are needed to illustrate the innovative strength of public libraries in times of social hardship and how they can contribute to the recovery in future.
- The LD&L Local and County Funding Workgroup (of which **Wendt** is a member) has been newly charged with addressing ways that WLA LD&L can work with system directors to provide assistance to local library directors faced with actual or expected funding decreases from municipalities and counties. (Suggestions included development of advocacy tool kit, potential webinars, individual coaching, effective messaging, etc.) This request was brought to LD&L following a recent Library System Directors meeting. The group was also asked to address consistent messaging regarding decreased library circulation due to COVID-19 service disruption and Act 150 & Act 420 payment requests.
- A guide to declared legislative candidates for WVLS area senate and assembly districts was distributed. Nomination papers are due June 1 with certification issued by June 10.

**V-Cat Council** (Exhibits 13): At its May 7, 2020 meeting, the Council voted to approve the V-Cat Billing Guidelines, Damaged Missing Pieces Document, and the Billable Damaged Missing Pieces Form. The Council reviewed the proposed 2021 budget. The Cooperative Circulation Committee shared proposed recommendations for checkout periods for New/High Demand Books, New/High Demand Audiobooks, Series Video Materials, New/High Demand Video Materials, Music CDs and Magazines. The Council voted to enable the “Give Precedence to Local Holds option,” which allows local pickup holds to take precedence over holds that require transit to another location, with the opportunity to re-evaluate the setting and possibly disable it in September.

**Library Advisory Committee** (Exhibit 14): Matczak drew the board's attention to the April 9 virtual LAC meeting agenda and minutes in the posted meeting materials packet. The next LAC meeting is scheduled for August 13.

#### **2020 BEANSTACK CONTRACT** (Exhibit 15):

**Hamland** elaborated further on the role of WVLS as fiscal agent for the three year Beanstack contract to provide an online reading challenge platform and mobile app for virtual summer library reading programs and similar Internet based library activities. Funding will be provided via an LSTA grant from DPI as a onetime pass through.

**Otten/Jopek motion to retroactively approve the 2020 Beanstack contract with WVLS administering the LSTA grant as statewide fiscal agent. All aye. Motion carried.**

#### **2020 V-CAT BUDGET – revised** (Exhibit 16):

The V-Cat budget was approved by the V-Cat Steering Committee on April 20 to approve suggested revisions to the draft document discussed at the April 18 WVLS Board meeting. The V-Cat Council will vote on adoption at its June 4 meeting.

**Ackerman/Olszewski motion to approve the 2020-V-Cat Budget as revised. All aye. Motion carried.**

#### **DISPOSITION OF 2019 UNENCUMBERED BALANCE/2020 BUDGET REVISIONS** (Exhibit 17):

**Sepnafski** drew the board's attention to the recommendations and details enumerated in Exhibit 17. She recommended resource development and reserve funds be replenished to 2013 levels and the approval

of a 2% COLA for all staff. **Bobrofsky** expressed the Board's appreciation to WVLS staff for their service.

**Sweeney/Pechura motion to accept the recommendation for disposition of 2019 unencumbered balance and corresponding 2020 budget revisions as presented. All aye. Motion carried.**

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

**Bobrofsky** asked for a round robin check-in from the board members on the call. Library related comments included: **Olszewski** reported on curbside service at the Withee Public Library and an opportunity for further relationship building with Rep. Jesse James. **Backus** shared COVID-19 related adjustments made by the Pima County Library where he winters in Arizona. **Sweeney** reported using curbside pickup at Marathon Co. Public Library. **Ackerman** had also used MCPL curbside service and reported attending a webinar providing tips for library board member engagement. **Janczewski** reported on Laona Public Library curbside service.

**REQUEST FOR FUTURE AGENDA ITEMS:** No suggestions were made. The next scheduled meeting is August 15.

**ADJOURNMENT:** **Backus/Grunseth motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:25 AM.**

Respectfully submitted,  
Kris Adams Wendt, Meeting Recorder