

WISCONSIN VALLEY LIBRARY SERVICE

Board of Trustees Meeting

January 16, 2021

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 March 20, 2021.

President Tom **Bobrofsky** called the meeting to order at 9:30 AM. Roll call was taken by **Wendt** and a quorum was declared present. New board members **Jessica Bennett** and **Mandy Wright** were introduced and welcomed.

Present

Tom Bobrofsky, President
Pat Pechura, Vice-President
Mike Otten, Treasurer
Sonja Ackerman, member
Jim Backus, member
Jessica Bennett, member
Eileen Grunseth, member
Christy Janczewski, member
Peg Jopek, member
Louise Olszewski, member
Diane Peterson, member
Kari Sweeney, member
Mandy Wright, member

Others Present

Marla Sepnafski, WVLS Director
Josh Klingbeil, WVLS staff
Susie Hafemeister, WVLS staff
Anne Hamland, WVLS staff
Jamie Matczak, WVLS staff
Kris Adams Wendt, WVLS staff
Katie Zimmermann, WVLS staff

Excused

Paul Knuth, member

Vacant

Marathon County representative

NOTE: All exhibits may be accessed at <https://wvls.org/bot-agenda-exhibits/>.

CONSENT AGENDA APPROVAL:

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

APPROVAL OF MINUTES (Exhibit 1):

Ackerman/Peterson motion to approve minutes from the November 21, 2020 WVLS Board meeting as corrected. All aye. Motion carried.

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

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

2020 TREASURER’S REPORT (Exhibit 9):

Backus/Pechura 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 the report included in their packets. There was nothing additional to report.

WLTF: Backus reported there have been no recent WLTF meetings. The group’s FaceBook page is active.

COLAND (Exhibit 11): **Klingbeil** shared highlights of the January 8, 2021 virtual meeting. Three new committees have been formed: Library Development, Library Cooperation and Network Development (of which Klingbeil is a member).

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:

- **2021 System Aid.** In late November 2020, DPI informed WVLS that our 2021 Plan was approved and that our first (of two) 2021 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 Clark and Oneida Counties that their representatives to the WVLS Board, **Tom Bobrofsky** and **Pat Pechura**, have been reappointed. Marathon County appointed new trustees **Jessica Bennett** to fulfill the unexpired term of Elaine Younger who resigned in 2019 and whose term ends in 2021, and **Mandy Wright** to replace Douglas Lay whose term expired in 2020. **Tyson Cain**, Marathon County representative to the WVLS Board, announced his resignation on November 24, 2020 (Exhibit 12-A). WVLS thanks him for his involvement on the Board and wish him all the best in the future.
- **WLA Memberships Renewed for WVLS Trustees.** **Sue Hafemeister** completed the 2021 Wisconsin Library Association membership forms for WVLS Board members and submitted the paperwork to the WLA Office this last week.
- **Call to Include Library Workers in Phase 1b Vaccination Plans.** Sherry Machones, Northern Waters Library System Director and Wisconsin Library Association President, sent a letter to the State Disaster Medical Advisory Committee (SDMAC) asking that library workers in public, academic, and special libraries be included in state and local Phase 1b vaccine distribution plans. (Exhibit 12-B)
- **MCPL Task Force Information.** Since the November meeting of this WVLS Board, several updates were shared with the WVLS community regarding Marathon County Public Library's ongoing consideration of Marathon County membership in WVLS. The [WVLS website archives](#) correspondence, presentations and other information related to this topic.
 - [The December Update](#) announced the December meetings of the MCPL Task Force and Library Board. It shared a letter from **Pat Pechura**, Oneida County Library Board Chair, to Sharon Hunter, MCPL Board President, regarding the OCLB's concerns about the Task Force investigation (Exhibit 12-C). Also included was a link to MCPL Business Manager, **Tom O'Neill's** December 18 response to MCPL Task Force and Board member, Gary Beastrom, regarding how the library will cover the additional costs in service should Marathon County decide to join the South Central Library System. The December 18 MCPL Financial Report is shared at the end of this document as Exhibit 12-D. WVLS submitted a response on December 21 to the MCPL Task Force and Board, as well as to members of the Marathon County Extension, Education and Economic Development Committee, shared as Exhibit 12-E.
 - [The January 2021 Update \(1 of 2\)](#) announced that the MCPL Task Force approved a recommendation for Marathon County to withdraw its membership from WVLS and to join the South Central Library System in a 3-1 vote during its December meeting. Votes to withdraw from WVLS were cast by MCPL Board President, **Sharon Hunter**, MCPL Trustee **Scott Winch**, and recently retired Marathon County Conservation, Planning & Zoning Director **Rebecca Frisch**. MCPL Trustee and Marathon County Board Supervisor **Gary Beastrom** cast the dissenting vote. DPI Public Library Administration Consultant **Shannon Schultz** abstained. MCPL

Task Force Chair **Mark Arendt**, whose consultant assistance as the retired Winnefox Library System Assistant Director was solicited by MCPL, also abstained after stating that he would vote only in case of a tie.

- [The January 2021 Update \(2 of 2\)](#) announced the January 11 meeting of the MCPL Task Force and shared the MCPL Task Force Report (Exhibit 12-F) that would be discussed during the meeting and approved.

Report from Public Library Services Consultant Anne Hamland:

- **Hamland** will be the featured speaker for a Southwest Library System continuing education event in March called “Wordpress Basics: A First-Class Tour.
- **Workforce Development Services. Hamland** represented WVLS, IFLS, and NWLS at the NW Wisconsin One Stop Partner virtual meeting on Friday, December 11 at the invitation of **Mari Kay-Nabozny**, Chief Executive Officer of the Northwest Wisconsin Workforce Investment Board (NWWIB). At this annual meeting attendees “share information/updates on partner resources and services, methods of referral to ensure optimal systemic delivery of services to maintain a competitive workforce that meets the needs of citizens and businesses.” Hamland learned about other organizations working with NWWIB and other Workforce Development Board regions and shared how libraries are continuing to support workforce development in their communities.
- **WVLS OverDrive Advantage Collection Support.** In April 2020, when the COVID-19 pandemic first began to influence public library service, Hamland and the WVLS OverDrive Advantage Selection (OAS) Committee invited contributions to purchase e-books and audio titles for the WVLS OverDrive Advantage Collection for users seeking information and entertainment that could be safely enjoyed at home. This marketing effort generated generous donations from libraries and users until June totaling \$6,344. As the trend of unprecedented use continued through November, the OAS Committee decided to close out 2020 with another campaign for funds and sent marketing tools to libraries to share in their social media and website communications. These efforts brought in \$10,500 in donations to support the WVLS OverDrive Advantage Collection in 2020. A special thanks goes to the Rhinelander District Library team of Assistant Director **Debbie Valine** and Director **Virginia Roberts** for pursuing the generous grant from the Rhinelander Women’s Club to finish out the year! Donations to the WVLS OverDrive Advantage Collection since 2018 are listed in Exhibit 12-G.
- **Hamland** and **Rebecca Kilde** (IFLS) collaborated to jumpstart measuring and collecting data on broadband speeds across Wisconsin by placing a link to the [Measurement Lab Speed Test tool](#) on participating library websites. DPI asked for assistance as “Districts, researchers, broadband advocacy groups, and the general public can use this data to understand the state of internet connectivity in Wisconsin and advocate for initiatives to improve broadband access across the state.”

Report from ILS Administrator Katie Zimmermann:

- **V-Cat Effectiveness Survey.** WVLS recently conducted a survey of library users to determine needs and priorities for search and discovery of library materials, database content and e-books/digital audiobooks. Following is a brief overview of survey results.
 - Over 1,900 responses were collected, including responses from every V-Cat library and location.
 - The survey results indicated most patrons surveyed use the Classic V-Cat catalog (approximately 95%) and the vast majority (90%) report they are satisfied with the user experience. Many report satisfaction with the V-Cat Discovery Catalog as well (44%), however a slight majority report that they never use the V-Cat Discovery Catalog (54%).

- Library users surveyed are most often looking for physical library materials when they search the catalog (54%), but some reported that they sometimes look for digital items as well (26%). When asked if they would like to see in their search results, a slight majority preferred to see both physical materials and digital items (54%) and many preferred to see only physical library materials (40%).
- Library users were given several search features to select as important when using a library catalog search. The top features include ability to search by series (58%), having a single search for all digital items and physical materials (54%), a spell check or "did you mean" suggestions (52%), and recommendations for other items of interest (50%). Other features of interest include the ability to browse all recently added materials (40%) and searching suggestions for related topics (34%).
- Library users were asked to choose from several limiters that could be used to narrow down search results. The most popular limiters were limit to physical material to check out (74%), limit to format (50%), limit to available now (46%), and limit to library location (40%).
- **Discovery Layer Review and Evaluation.** Product demonstrations for Aspen Discovery, Bibliocore, and Pika were hosted, and recordings were shared with the V-Cat Bibliographic and Interface Committee, V-Cat Cooperative Circulation Committee and WVLS Database Advisory Group. A Discovery Layer Advisory meeting will be held ahead of the February V-Cat meeting for member libraries and WVLS staff to provide feedback on the products.
- **The V-Cat Bibliographic Committee** met on Tuesday, December 15. Two new members were welcomed to the committee to allow for each county to have a representative: **Laurie Renel-Faledas** (Crandon/Forest) and **Anne Kuipers** (Thorp/Clark). The committee outlined a plan to address bibliographic records without subject headings and plans to ask libraries to address the records where they have the only attached items. The Committee also discussed what to do with MARC fields having confusing links. The committee decided to hide this field in the V-Cat online catalog. This way V-Cat retains the data, but it no longer displays to patrons and no procedural changes are needed for V-Cat library catalogers.
- **V-Cat Voting Models Exploratory Committee** will meet on Thursday, January 14 to make any necessary revisions to the proposed bylaw changes. The committee will bring a final recommendation for action to the February V-Cat Council meeting.
- During the November 19 **V-Cat Cooperative Circulation Committee** meeting, members reviewed the best practices for service changes document and made necessary edits, and also reviewed holds settings and functionality. DPI's mandate that patron records be purged every three years was reviewed as well as the V-Cat guidelines for patron record expiration dates. The committee will continue to discuss patron record expiration dates and purging at the next meeting.
- **V-Cat Training.** **Rachel Metzler** provided two advanced cataloging trainings for cataloging partners **Maria Pregler** - Antigo Public Library and **Cindy Wendt** - Minocqua Public Library who will be assisting with converting brief MarcAlert bibliographic records into more complete records. **Zimmermann** attended Innovative's WebPAC Administration training in November.
- **Shoutbomb Voice telephone notification** and renewal system was implemented to replace the Teleforms product December 4-8. Instructional documents for libraries, patron handouts, social media and website promos were provided to libraries.
- Granton, Loyal, Rib Lake and Abbotsford libraries have transitioned to the **new uniform checkout periods**, with Three Lakes, Greenwood and Antigo in progress.

Report from Chief Information Officer Josh Klingbeil:

- **LEAN WI Partners support services.** We continue to monitor and review pandemic-related pressures and needs against historical pressures and needs to better understand which adjustments to parts of our overall support services may enable us to better serve libraries going forward over the next several months and year irrespective of pandemic-related library operational states and Library System staff operations.
- **Statistics Data Collection and Dashboard Presentation.** An initial Sierra transactional data pull and store has been established for NWLS which enables persistent historical statistics reporting capabilities using the same mechanism in place for IFLS and WVLS that feeds their respective Statistics Dashboards (<http://dashboard.iflsweb.org> and <http://dashboard.wvls.org>). A temporary dashboard view has been established and will be further developed and refined to production status. Research of alternative third-party statistics presentation applications and services continues. However, the NWLS dashboard exercise has strengthened our overall awareness and capabilities with the current in-house application. We will continue maintaining and improving the current application until an appropriate alternative is chosen to replace.
- **WiFi coverage adjustments/expansion and peripheral equipment procurement support.** The application and review process for libraries interested in projects for improving wifi coverage (including local network improvements) and for peripheral equipment procurement support is opening during the week of January 11 - 15.
- **Infrastructure Upgrades.** A scheduled 10Gbps upgrade on one of the WiscNet interconnects at the datacenter was postponed due to COVID exposure and self-quarantine measures by a key engineer. Much of the staging effort is already completed. Coordination to reschedule is pending another datacenter project's scheduling, related to the support of the Statewide Backup project.
- **FY20/21 CARES Act Grants to States (G2S) – COVID Response Support.** In June, LEAN WI partners submitted a joint application to DPI for \$158,257 based on the [Wisconsin Libraries CARES Act Distribution Allocation Tables](#) established by DPI. We are starting the communications effort regarding applications for reimbursement for eligible expenditures already realized and to work with members that indicated a preference for system-managed projects to refine plans (in order of indicated priorities) to:
 - Procure various peripheral equipment to support safety through technology and the safe use of technology
 - Expand wireless internet coverage and capabilities and adjust network cabling infrastructure to support rearrangement of existing and deployment of new technology resources
 - Employ managed remote public (and staff) printing capabilities
- **FY20/21 LSTA – Technology – Increase Capacity for Technology Tools and Resources Sparsity Aid.** LEAN WI partners were awarded \$23,190 to be used for Faronics licensing alignment and subscription renewals and \$20,000 to be used for core network transport equipment expansion. Capital expenditures exceeding \$5,000 per unit for network equipment has received pre-approval through DPI. The Faronics licensing subproject is underway. Network switching capital will either be procured with assistance from this grant by the end of March 2021 or the remaining \$20,000 allocation will be repurposed toward one or more other eligible projects with a budget revision request.
- **FY21/22/23 TEACH Infrastructure – Supplemental funding support for technology infrastructure projects in schools and libraries.** Revised applications for 12 sites for 11 libraries were submitted in December. If approved, specified technology infrastructure assessment and improvement projects from July 2021 through March 2023 will receive partial reimbursement.

Report from Education Consultant Jaime Matczak:

- **COVID-19 Update.** The **Staying Together discussions** with area colleagues initiated in March 2020 will continue to be offered monthly in 2021. Recent topics have included marketing and mental and physical coping, and 2021 service changes. The **WVLS COVID-19 Update** emailed via the WVLS all-subscribers' list every Thursday at 9 a.m. in 2020 will be discontinued. Any COVID-19 news will be included in the WVLS *Monday Mentions* email. The **WVLS website** [COVID-19 Resources Page](#) will continue to be updated as needed.
- **WVLS Newsletter highlights.** Published during the first week of each month, the WVLS Newsletter features ways that WVLS member libraries are supporting their communities and collaborating with local organizations. WVLS libraries are welcome to submit upcoming or past programs, and new initiatives or services to **Matczak** for future newsletters. Current and past issues of the newsletter are available on the [WVLS website](#).
 - The [December newsletter](#) announced registration was open for the 2021 Wild Wisconsin Winter Web Conference, Compassion Resilience Training, Abbotsford Holds In-Person Adult Book Club, Colby Holds "Foodsgiving" program, Antigo Public Library Showcases Recycled Art, and Minocqua Shares JOY Kits.
 - Features in the [January newsletter](#) included Library Legislative Day registration information, Portman Named National Library Week Honorary Chair, Merrill Distributes Bird Art Kits in partnership with the Leigh Yawkey Woodson Art Museum, Loyal Revamps Picture Book Section, MCPL Provides "Grab n Go" Craft Kits, and Libraries Find Success with Outdoor Storytimes.
- **Compassion Resilience Facilitator Training.** DPI recently informed **Matczak, Laurie Ollhoff** (T.B Scott Free Library [Merrill] Assistant Director) and **Lyn Pietila** (Demmer Memorial Library, Three Lakes, Assistant Director) that their team was accepted to participate in the Compassion Resilience Facilitator Training. The training will help librarians in Wisconsin gain tools to help people manage expectations, set professional and personal boundaries, build effective collegial relationships and practice real-time and organized self-care. The team will be required to attend four online trainings in January and February. The training is conducted by Rogers InHealth and sponsored by the Department of Public Instruction using LSTA funding from IMLS. The Appleton Public Library started using the toolkit in 2019. Assistant Director **Tasha Saeker** reports *"The toolkit will change how you approach public library service by giving you a common language to better care for yourself, your coworkers, and your community."*
- **New Digital Bytes.** Several new *Digital Bytes*, short training sessions produced by WVLS staff, have been recorded and made available online. *Digital Bytes* developed since the November Board meeting include:
 - [Theme Options for Google Slides](#)
 - [Wispublib](#)
 - [Creating a Bitmoji Library](#)
 - [Wheel Decide](#)
- **2021 Wild Wisconsin Winter Web Conference.** The list of 14 presentations for the Wild Wisconsin Winter Web Conference (WWWWC) was shared public library system Continuing Education Coordinators last fall, and like past years, all 16 library systems are overwhelmingly supporting this year's conference. The cost requested per system, approximately \$250, covers 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 DPI Public Library Development Team with funding support from the Institute of Museum and Library Services. Registration for the conference is going well. Several of the sessions already have over 100 people registered. **Matczak** has been coordinating the WWWWC for 9 years, building a national and international

following. For more information about the 2021 WWWWC, and to register, visit <https://www.wildwiscwinterweb.com/>.

- **Tracks for the 2021 WWWWC** will be in Public Services, Small Libraries, Library Management and Marketing and will include the following sessions: Opening Session: Libraries Lift Limits on Learners, Nitty Gritty Policy Makeover, Connecting the Community – Digital Inclusion, Library Director Jenga: The Perpetual Challenge, A Whole Lotta Sugar in My Library Lemonade, Decreasing Barriers to Library Use, Grant Writing 101: Practical Steps & Strategies, Introduction to Inclusive Marketing, Impacting Small Business Success in Your Community, The Accidental Library Marketer, Supporting People with Mental Illness, “Emojis”: What Are They and How They Help with Marketing, Different Tries for Your Size: Finding the Right Teen Engagement Fit for You, Closing Session: Staying True to Yourself in Times of Stress.

WLA Library Legislative Day and State Budget Update (Exhibit 13 and 13a): Library Consultant **Kris Adams Wendt** shared registration and program information regarding WI Library Association Library Legislative Day(s) to be held virtually February 16, 17, and 18. WLA LD&L Committee meets on January 22. Its members are organizing a morning briefing program on February 16, and virtual platform meetings scheduled with 130 legislators. Wendt will be working with the registration committee and communicating with WVLS area registrants as soon as more information becomes available. A separate WVLS briefing session for those visiting with the 11 legislators from our member counties will be announced in early February. She asked board members to spread the word and contact her after registering. Governor Evers will present the 2021-2023 Executive Budget to members of the legislature on the evening of February 16. It is anticipated that Department of Public Instruction requests for state library aids finding, discussed at previous board meetings, will be included in the governor’s budget. Wendt was among the WLA LD&L budget team that met with Joint Finance Committee member Senator Mary Felzkowski from the 12th Senate District on January 5. An updated post-election WVLS Legislators list was distributed.

Conferences – 2020 Library Journal Design Institute (Exhibit 14): The [2020 Library Journal Design Institute](#) moved to a free online experience with recordings also available at no cost. **Hamland** reported that the pandemic inspired conference and workshop sponsors to think differently about their traditional in-person offerings in 2020 and directed the board’s attention to innovative ideas shared by WVLS libraries in the “Self-Service and Low to No-Contact Solutions” section of Exhibit 14.

REPORT OF THE NOMINATING COMMITTEE:

The Nominating Committee recommended the return of **Bobrofsky** as President, **Pechura** as Vice-President, and **Otten** as Treasurer, along with Executive Committee members **Jopek, Peterson, Sweeney, and Janczewski**. There were no further nominations from the floor.

Olszewski/Backus motion to close nominations and accept the Nominating Committee’s report as presented. All aye. Motion carried.

ELECTION OF 2021 OFFICERS AND EXECUTIVE COMMITTEE MEMBERS:

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

2020 STAFF REPORT (Exhibit 15):

Bobrofsky thanked the WVLS staff for their excellent work and asked for approval of the 2020 WVLS Staff Report which accompanies the system annual report to DPI.

Otten/Pechura motion to approve the 2020 WVLS Staff Report as presented. All aye. Motion carried.

WVLS CONFLICT OF INTEREST AND DISCLOSURE FORM (Exhibit 16):

Bobrofsky reported that board member conflict of interest and disclosure forms will be sent out with a postage paid envelope and requested that they be updated and returned promptly.

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

Backus shared highlights of virtual programs and pandemic inspired innovations promoted by the Green Valley (AZ) Public Library Friends group, including online homework help (for both students and parents).

Sweeney encouraged board members to explore the many organic #bookstagram accounts which promote libraries while encouraging conversations about reading and sharing favorite books. **Ackerman** has been following Sweeney at [What Kari Reads](#). **Olszewski** thanked WVLS for covering WLA memberships for board members. **Peterson** shared concerns about ongoing MCPL discussion regarding their system membership and asked for a plan/budget in that eventuality. **Sepnafski** responded that the WVLS Team is considering service options and potential cuts and will share information with the WVLS Board and member libraries when it becomes necessary to do so. **Wendt** was asked to share more information about the seven State Superintendent of Public Instruction candidates before the February 16 primary.

REQUEST FOR FUTURE AGENDA ITEMS: Evaluation of WVLS Director.

SELECTION OF DATES FOR 2021 BOARD, EXECUTIVE COMMITTEE AND V-CAT STEERING

COMMITTEE MEETINGS: Board meetings will be held on March 20, May15, August 21, September 18, and November 20. WVLS calendar available at <https://wvls.org/calendar-2/>

ADJOURNMENT: Grunseth/Janczewski motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:30 AM.

Respectfully submitted,
Kris Adams Wendt, Meeting Recorder