



Library Board MEETING MINUTES

March 20, 2023 - 6:00 PM
New Berlin Library
15105 W Library Lane

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

The meeting was called to order by President Marek at 6:05 p.m.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Present: Ruth Bock, Nate Jung, Jill Kawala, Charlotte Kroupa, Linda Maas, Patti Orzel, John Marek

Members Absent and Excused: Dolores Greenawalt and Debbie Stelzner

3. COMMITTEE REPORTS

A. Friends of New Berlin Library, Inc.

No report was presented

4. **CONSENT AGENDA**-----

MOTION: Motion to approve

VOTE: Motion by: Board Member Kawala
Second by: Board Member Jung
Motion passed: 7-0

A. Approval of February 20, 2023 Library Board Meeting Minutes

B. Approval of Bills and Invoices

C. Next meeting date - April 17, 2023

5. ADMINISTRATIVE REPORTS

A. President's Report

No report this month

B. Director's Report

The Library Director's report is attached to the minutes of the meeting. Library Lovers Month was wrapped up. There were some closures in February but staff maximized the time and ensured that the public had accessible, relevant digital content. Adult Services is making improvements to their section to make it more usable and friendly to visitor traffic. Youth Services launched sensory and loose play opportunities. There will be a staff development day on March 24, 2023. Staff will be having a safety refresher.

6. NEW BUSINESS

A. 2022 Annual Report

Ms. Beacom gave highlights from the report. Total transactions in 2022 were 337,000, of which 171,000 transactions were related to children's materials. References at the service desk were just under 40,000. Library visits 131,000 – people are returning to using the library in person. New this year is a count of people using the 22 public internet stations, there were 8,400 uses. We also had 196,000 visits to the website. The full report is attached to the agenda packet for this item.

MOTION: Motion to approve

VOTE: Motion by: Board Member Jung
Second by: Board Member Orzel
Motion passed 7-0

B. 2023-2025 Strategic Plan

The new plan was introduced. It is intentionally a two-year plan as we transition back from the COVID-19 pandemic. The vision and mission have changed, with a focus on enhancing the patron experience. The plan will be achieved by working on the tasks of enhancing resources, community connections and spaces. The planning will include community engagement & the opportunity for the public to share the impact of the library on the community.

MOTION: Motion to table until the April meeting

VOTE: Motion by: Board Member Jung
Second by: Board Member Orzel

Motion passed 7-0

C. 2023 Marketing Plan

There are/will be marketing plans directed at making connections with specific audiences. The Board reviewed the 2023 Marketing Plan for marketing to emerging adults (those aged 18-35). Staff have done library card drives, including going to places where this demographic is, such as local coffee shops.

MOTION: Motion to approve

VOTE: Motion by: Board Member Kawala
Second by: Board Member Bock
Motion passed 7-0

D. Library Card Renewal

A discussion was had relative to changing the library card renewal timeframe. Renewals currently can be done by phone, at the drive-up, or in person. Currently renewals cannot be made online. Our current timeframe is in alignment with our partner libraries in the Bridges System. No action was taken on this item; no action was required.

E. Trustee Essentials – Guidelines to Roles and Responsibilities in Wisconsin Public Libraries

The Board reviewed the Guideline to Roles and Responsibilities in Wisconsin Public Libraries published by the Wisconsin Department of Public Instruction.

7. ANNOUNCEMENTS

President Marek asked for a review at the Materials Circulation policy for the next meeting. Board Member Orzel asked that data on the parental opt-in portion of the policy be included.

8. ADJOURN

MOTION: Motion to adjourn at 7:10 p.m.

VOTE: Motion by: Alderperson Kroupa
Second by: Board Member Orzel
Motion passed 7-0

***Respectfully Submitted,
Jill Kawala***

