

Minutes
New Berlin Public Library Board Meeting
July 15, 2024, 6:00 P.M.
New Berlin Public Library
Heritage Room

The meeting was called to order by President Marek at 6:00 P.M.

Attendance:

Members Present: Ruth Bock, Nate Jung, Charlotte Kroupa, Chuck Garrigues, John Marek, Barb Uhen and Patti Orzel

Members Absent and Excused: Dolores Greenawalt, Jill Kawala

Staff Members Present: Natalie Beacom, Director

Friends of the Library, Inc:

Director Beacom announced that the Friends will be sponsoring a pop-up sale on Saturday, August 24th. from 10 AM to 1 PM. The Friends also donated money to purchase two picnic tables for the library patio.

Consent Agenda Items:

The following items were presented on the consent agenda for approval:

- A. Minutes from June 17, 2024
- B. Next meeting date: Monday, August 19, 2024
- C. Bills and Invoices through June 31, 2024
- D. Library Activity Reports

Trustee Kroupa made a motion to approve the consent agenda items. It was seconded by Trustee Bock. The motion passed 7-0.

Administrative Reports:

President's Report: None

Director's Report: Director Beacom's written report is included with the agenda packet which is available on line at the City of New Berlin's website.

Director Beacom announced that the library reached a 10 year high in attendance in June with 18,900 visitors for the month. Possible factors contributing to the record participation include the Bridges Passport Treasure Hunt, the summer reading programs for all age groups, and the result of school visits. Lending time for Experience Passes was reduced from three to two days which allow more patrons to borrow them. The staff's use of social media to update patrons on library events and services was also recognized as a contributing factor. President Marek asked Director Beacom to commend the staff on behalf of the board.

A report on marketing strategies by Adult Services Librarian, Sarah Poppie, was presented to the board by Director Beacom. Ms. Poppie was leading a book group. The staff is currently using Library Aware software to promote various themes and resources including newsletters, blog posts, and events. This

software also helps staff to send an email welcoming new patrons as well as a follow-up email two weeks later.

OLD BUSINESS:

- A. *Library Board Calendar:* In response to the discussion at the board's meeting in June, Director Beacom distributed a calendar and yearly planner including important deadlines and events. An end-of-the-year review will be added in December.

NEW BUSINESS:

- A. *NBPL Public Art Policy Draft:* The possibility of incorporating the Public Art Policy within the Material Selection Policy was raised. The city attorney will review the document and the board will consider it again at a later date.
- B. *2025 Proposed Library Budget:* Director Beacom provided an overview of items that will have an impact on the 2025 budget: 1) Insurance; 2) Utilities; 3) Marketing; and 4) Reimbursing staff for using their personal cellphones to access business related emails which require multifactor authentication.
- C. *2024 Trustee Training Week:* This year's Trustee Training Week will be held virtually from August 19 - August 23. Trustees are invited to participate as a group at the library. The sessions will be archived for those who cannot attend.
- D. *Trustee Essentials: Developing Essential Library Policies:* There were no questions or comments.

ANNOUNCEMENTS:

It was suggested to display NBPL "swag" at City Hall and to sell it through the library's website. Trustee Kroupa encouraged the library to increase their visibility by distributing bookmarks to children at the city's 4th of July Parade.

ADJOURNMENT

Trustee Bock made a motion to adjourn. It was seconded by Trustee Kroupa. The motion passed on a vote of 7-0. The meeting was adjourned at 7:00 P.M.

Respectfully submitted,

Patti Orzel, Secretary