

Minutes

New Berlin Public Library Board Meeting

October 20, 2025, at 6:00 P.M.

New Berlin Public Library

Marion Onesti Board Room

Call to Order

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

Attendance

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

Excused: Dolores Greenawalt

Staff Members Present: Natalie Beacom, Director

Friends of the Library (FOL): No report was given.

Consent Agenda Items

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

1. Minutes from Monday, September 15, 2025
2. Next meeting date: Monday, November 17, 2025
3. Bills and Invoices

Trustee Kawala moved to approve the consent agenda as presented, seconded by Trustee Kroupa. The motion passed (8-0).

Administrative Reports

President's Report: President Marek congratulated the staff on their "trust-fall" marketing video, which has received millions of views and likes on social media.

Director's Report: Director Beacom's infographic report is included in the agenda packet and is available on the City of New Berlin's website. The Director's oral report updated the Board on the significant impact of the "trust-fall" video, including:

- The video was shared by a library in Latvia but later removed by the Latvian government.
- Several library patrons in the Philippines requested library cards from the New Berlin Public Library.
- The library was invited to coordinate with others, including the Madison Film Festival.
- The video was featured on local (WISN, WTMJ) and national television news (CNN, CBS), online platforms (Reddit, Instagram), and by celebrities (Chelsea Handler, Drew Barrymore).

The Social Media Team comprised of three staff members, produces and posts videos every Friday, with other staff volunteering as available. The primary challenge has been protecting participant privacy, for which the City Attorney was consulted. The primary benefit has been heightened promotion of libraries worldwide.

The library's online store launched shortly after the video, offering merchandise including t-shirts, sweatshirts, and hoodies displaying the library's logo and the phrase "You Can Trust Us," which was referenced in the video. The store is managed by a company in Waterford, WI.

Unfinished Business: There was no unfinished business discussed at this meeting.

New Business

1. *Facility Updates – Sorter Equipment and Flooring Projects:* The sorting equipment and carpeting will be replaced before the end of the year. The library will remain open during installation.
2. *Boards and Commissions Appreciation Dinner:* Scheduled for 6:00 P.M. on Wednesday, October 29th at the New Berlin Activity and Recreation Center. Please remember to RSVP if you have not already done so.

ANNOUNCEMENTS:

1. The board agreed to contribute to the purchase of holiday gifts of appreciation for the library staff. Contributions will be collected at the board's November meeting.
2. City Council Member Kroupa announced that a public budget hearing will be held in November.

ADJOURNMENT

Trustee Garrigues moved to adjourn the meeting, seconded by Trustee Kroupa. The motion passed (8-0). The meeting was adjourned at 6:20 P.M.

Submitted by,

Patti Orzel, Secretary