

MINUTES
MORE Directors Council
Friday, January 18, 2019

Present/Attending: Alyson Jones (AL), Amy Stormberg (AM), Leslie LaRose (AU), Rebecca Dixen (BA), Linda Heimstead (BL), Sue Christianson (BN), Ginny Julson (BO), Kathryn Stempf (BR), Samma Johnson (CA), Carol Burnham (CH), Joe Niese (CF), Cricket LaFond (CL), Lisa Bragg-Hurlburt (CO), Rob Ankarlo (CU), Barbara Krueger (DP), John Wolfe (DR), Pamela Westby (EC), Tiffany Meyer (EL), Katie Schneider (EW), Kris Surbaugh (FR), Katie Schneider (GC), Tina Norris (HU), John Thompson (IFLS), Hollis Helmecci (LA), Jill Glover (LU), Ted Stark (ME), Bea Volgren (MI), Jennifer Rickard (NR), Mary Hebda (OG), Rebecca Puhl (PH), Kayla Campbell (PL), Carissa Langer (PR), Katherine Elchert (RL), Tanya Misselt (RF), Krissa Coleman (RO), Ginny Scheiderer (SO), Rebecca Dodge (SV), Su Leslie (SC), Teresa Miniatt (ST), Karen Furo-Bonnstetter (WO).

Proxies: Sue Christianson for Dawn Ayers (CM), Bea Volgren for Leslie Peterson (CE), Katherine Elchert for Laura Tomcik (FC), Rebecca Dixen for Michelle Johnson (HA), Bea Volgren for Kelly McBride (OS), Rebecca Puhl for Deb Hyde (PF), Karen Furo-Bonnstetter for Christy Rundquist (PE), Ginny Julson for Shelly Rae (SC), Rob Ankarlo for Allison Lutz (TL).

Also Present: Lori Roholt, Kathy Setter, Bridget Krejci, Joanne Gardner.

Absent: Megan Taylor (BB).

CALL TO ORDER:

Coleman (RO) called the meeting to order at 10:03 am.

**ESTABLISH QUORUM AND COMPLIANCE
WITH OPEN MEETING LAW:**

Puhl (PH) confirmed a quorum was established by roll call vote. Compliance with open meeting law was verified.

MODIFY/APPROVE AGENDA:

*Motion to approve the Agenda as presented by Meyer (EL); seconded by LaRose (AU).
Motion carried.*

MINUTES:

Motion to approve the minutes from November 16, 2018 Directors Council meeting by Meyer (EL); seconded by Norris (HU). Motion carried.

MORE ADMINISTRATOR'S REPORT:

(Hebda (OG) arrived at 10:04 am)

Roholt offered many thanks to Kathy Setter and Bridget Krejci for the cataloging refresher and certification training they've provided.

Many CABS libraries that are using the cataloging and bibliographic services will continue in 2019. Roholt thanked those for thoughtfulness in cataloging work to maintain an accurate and robust material database.

As noted in TWAM (This Week at MORE) applications from any library staff and directors to attend this year's Innovative User's Group (IUG) are welcome to apply by February 8th.

(Rickard (NR) arrived at 10:12 am)

The 2019 MORE budget includes \$10,000 for registration, travel, and lodging for IFLS staff and MORE-member library staff to attend. The conference will be held May 6-8 in Phoenix, Arizona. Check out TWAM to apply and access an overview of the conference.

At the November's Directors Council meeting, the group voted to have the Operations Committee recommend implementation details before the issue of online patron registration returns to Directors Council. The MORE Operations Committee will meet on February 18 and will include this discussion. Members should consider attending this meeting or send Roholt comments to share with the committee.

(Westby (EC) arrived at 10:13 am)

IFLS DIRECTOR'S REPORT:

Thompson sent an email early this week with login information for annual reports. If libraries did not get this information, be sure to let Thompson or Juli Button know and it will be shared. Thompson and Button will hold the Annual Report Workshop on January 31 and February 1. They will provide a quick overview of the report and the afternoon will provide the opportunity for one-on-one assistance to work on the reports. If directors have all the needed information, they can likely complete the report that day. In working on the reports, send questions to both Button and Thompson.

Thompson noted the PLSR (Public Library System Redesign) process is still on-going. The Steering Committee is working on drafting the final recommendation report. They plan to hand it off to the new State Superintendent soon as well as to COLAND. They will discuss what to do with the report once it's done. They may conduct some listening sessions. Thompson will keep libraries updated from the system perspective.

Rebecca Kilde noted that Library Legislative Day is on February 12th and it is the budgeting year. She hopes to take a van-load of people to the one-day event. It is a great opportunity for board and friends' members to be involved in the whole process. Directors should email Kilde if interested in riding from IFLS. Furo-Bonnstetter (WO) has gone to Library Legislative Day in the past and it is worth it; especially if you can take a board or member of the community.

(Wolfe (DR) arrived at 10:21 am)

LIBRARY SHARING NEWS AND INFORMATION:

Coleman (RO) announced the Lego Guy is coming for three weeks. There are currently only 3 days open: June 24, July 1, and July 8th.

Furo-Bonnstetter (WO) noted that the St Croix County Travelling Book Club will be meeting at the Phoenix to discuss Bear Town. In February, the book club will meet at the cheese factory.

Elchert (RL) noted that the Rice Lake library will be moving to a temporary location for 6-8 months. 2-3 weeks prior to the move, they plan to try something to encourage patrons to be a book foster family. Patrons can come in and check out materials and keep them for an extended checkout period. It is hoped the collection will be down from 35,000 to 25,000 materials that will have to be moved. They also have unused bookshelves available. Campbell (PL) was interested in the shelving.

Burnham (CH) is looking at camera and security systems. They would be interested in potential vendors. Both Helmecki (LA) and Elchert (RL) recommended Jim Larson.

Dixen (BA) is looking into mold studies information. Please send information to Baldwin.

Volgren (MI) noted that the Milltown library will soon be homeless and are looking for a place to move. In May the remodeling of the addition will begin. Volgren is interested in hearing anything to say about moving to a temporary location.

Rickard (NR) is excited about the new national library week promotion and plans to reach out to local businesses. The theme is Libraries Equal Strong Communities.

Christianson (BA) noted the community is excited to have Jayme Closs found and reunited with her family. There is a post office box address to send cards and letters for Jayme.

(Glover (LU) arrived at 10:27 am)

LaRose (AU) noted that Augusta library will host Michael Perry January 30th. 126 people have signed up for the free ticket.

Stempf (BR) announced that Bruce will feature Gordon McCreary stories at the library on January 23rd.

Westby (EC) noted that the L.E. Phillips Memorial Public Library in Eau Claire just closed submissions for Sawdust City Sounds. Local musicians can submit selections of their own recordings. Those selected will be able to have a whole CD available through the library. The idea is to connect local musicians with the audience.

MORE BYLAWS AMENDMENT FOR VOTING POLICY AND IFLS NAME CHANGE:

Roholt noted that Appendix C of the Bylaws of "My Online Resource" (MORE) was provided and the section with the proposed amendment.

Some recommended amendments were brought to the Directors Council last November on voting. All changes required at least 45 days prior to voting on amendments. In order to pass the amendment and make these new bylaws; the vote needs to pass with $\frac{3}{4}$ votes based on 1 vote per library AND also a $\frac{3}{4}$ weighted vote. The bylaws, just like the budget, require a higher threshold than other votes.

Roholt noted the past few years voting was based on weighted votes only. The addition is that libraries be "present" was added (Article VI. Section 1).

The IFLS name change was also included in the revised bylaws.

Puhl (PH) noted that the voting issue came up recently on a vote that passed with only 1/3 of the libraries saying yes; but because those libraries carried a lot of the weighted votes.

If there is no proxy and the library director is not present; they will not have a vote.

Motion to approve the amended Bylaws of "My Online Resource" (MORE) as presented by Helmecci (LA); Stormberg (AM) seconded. Motion carried.

DISCUSSION ON ANNUAL REPORT NOTES:

Roholt noted that notes about IFLS-supplied data for the 2018 Wisconsin Public Library Annual Reports were provided at meeting as well as being posted on the IFLS website.

IFLS staff have prefilled as much information as we could into the forms. Electronic versions of the annual report have been posted.

Roholt has also posted Annual total circulation comparison charts for 2013 through 2018. It is the first time since 2011 that overall circulation is up. System-wide circulation is up by 2.12%. 38 libraries saw an increase in circulation, and 21 libraries saw a decrease. It was asked if libraries who went fines free seen an increase. Several fine free libraries did see an increase; but wasn't sure if it was totally attributable to being fines free. Some libraries that were not fines free also saw increases in circulation.

Coleman (RO) noted that the Annual Report workshops were definitely worth attending. Thompson and Juli Button provide information and time to complete the reports at the workshops.

DISCUSSION AND POSSIBLE ACTION FOR GOOGLE AD GRANT:

Rebecca Kilde, Marketing and PR Communications Coordinator at IFLS, attend a Library Marketing conference recently in St. Louis. She talked to folks that do the Google Ad Grant. These are sponsored links on top of every search. This gets the library message out beyond people who come to the library and it increases library presence on the web and adds the relevance of libraries in the digital arena.

Kilde sees this as a great opportunity to promote system-wide offerings such as OverDrive, Lynda, and Transparent Languages.

Krueger (DP) questioned how much information goes to Google and the privacy concerns. Kilde noted that if people are using Google; they understand.

Kilde noted that it would cost \$12,000 a year for the entire system. They help design the landing pages and collect all the information and analytics. They work with us on keywords and building campaigns. Kilde noted there was ways to break out the costs and IFLS does have some money for promoting system-wide services that could be applied towards the cost. Kilde will send out a link with information on Google Ads and be available to discuss at future meetings as needed.

DISCUSSION AND POSSIBLE ACTION FOR SCOPING CHANGE:

It was discussed making a scoping change. Sierra would charge \$1,200 for any changes to scope set-up. The proposal would be to add another limiting option and adjust the way a couple current limiting options work in the current catalog. The three proposed scoping changes would include adding "adult and teen" scope; add all book formats to the "books" scope; and add new film formats to Movies scope.

Roholt is proposing to use carryover funds from 2018 to cover the \$1,200 charge. The MORE Bibliographics Committee considered and recommends these changes. The Resource Sharing and Collection Development Committee is also in favor of these changes.

Niese (CF) suggested splitting out adult and teen.

Motion to accept the Scope Proposal with one change as proposed by Niese to split Adult and Teen and paid from 2018 carryover funds by Westby (EC); Helmecci (LA) seconded. Motion carried.

ADJOURN:

Meeting adjourned at 11:18 am.

Joanne Gardner, Recorder