

MINUTES
MORE Directors Council
Friday, January 21, 2022

Present/Attending: Arin Wilken (AL), Leslie LaRose (AU), Linda Heimstead (BL), Megan Taylor (BB), Ginny Julson (BO), Kathryn Stempf (BR), Samma Johnson (CA), Dawn Ayers (CM), Anna Griffin (CE), Carol Burnham (CH), Joe Niese (CF), Cricket LaFond (CL), Lisa Bragg-Hurlburt (CO), Rob Ankarlo (CU), Barbara Krueger (DP), Leann French (DR), Shelly Collins-Fuerbringer (EC), Tiffany Meyer (EL), Jenna Beyer (EW), Rozanne Traczek (FA), Charlene Conradi (FC), Kris Surbaugh (FR), Michelle Johnson (HA), Shelley Tougas (HU), John Thompson (IF), Christinna Swearingen (LA), Jill Glover (LU), Joleen Sterk (ME), Bonnie Carl (MI), Monica LaVold (NR), Mary Hebda (OG), Shelby Friendshuh (OS), Christy Rundquist (PE), Rebecca Puhl (PH), Kayla Campbell (PC), Carissa Langer (PR), Katherine Elchert (RL), Tanya Misselt (RF), Tori Schoess (RO), Shelly Rae (SA), Kristina Kelley-Johnson (SO), Katie Schneider (SV), Su Leslie (SC), Elizabeth Miniatt (ST), Allison Lutz (TL), Karen Furo-Bonnstetter (WO).

Proxy: Shelby Friendshuh for Heather Wiarda (AM), Barbara Krueger for Rochel Karlson (GC).

Also Present: Lori Roholt, Kathy Setter, Reb Kilde, Maureen Welch, Joanne Gardner.

Absent: Rita Magno (BA), Lisa Kuebli (BN), Lori Gilles (DU), Deb Hyde (PF).

CALL TO ORDER:

Elchert (RL) called the meeting to order at 10:03 am.

ESTABLISH A QUORUM:

Johnson (CA) established a quorum by roll call vote.

**CERTIFICATION OF COMPLIANCE
WITH OPEN MEETING LAW:**

Certification of compliance with open meeting law was confirmed.

AGENDA:

Rundquist (PE) moved to approve the agenda. Meyer (EL) seconded. Motion carried.

MINUTES:

Furo-Bonnstetter (WO) moved to approve the minutes dated November 12, 2021. LaVold (NR) seconded. Motion carried.

LIBRARY NEWS:

Burnham (CH) noted that Chetek is looking to add a push button on the public door to the library. Librarians should email her with companies they liked.

Johnson (CA) announced that Cadott has put together six more RPG (Role Playing Game) kits. They should be entered in the system within the next week.

Leslie (SC) shared that Amy Stormberg, the former Amery Library Director says hello and misses you all. Although the holidays were rough, she has taken a new job she loves and wishes everyone the best.

MORE ADMINISTRATOR'S REPORT:

Roholt noted that there have been some tech problems which have been disruptive for staff and patrons. Periods of the online catalog downtime were in mid-December. Kris Schwartz sent an explanation of the issue which had the ability to affect online resources. Our vendor did a good job addressing the concerns and Roholt is confident in their approach.

On January 7th there was a disruption at the Chippewa Valley Technical College Data Center. An unexpected fire drill caused all the servers to go down. It also affected the catalogs, websites, and emails. We will try to come up with a better approach for the next time this occurs.

MORE has grown in membership. Fairchild started the summer of 2021 and Durand was on board at the beginning of 2022. Roholt expressed thanks to Kathy Setter who really helps new libraries to get up and running. Bridget Krejci and Barbara Krueger of Deer Park have also assisted the new libraries. The time and effort of Setter, Krejci, and Krueger is greatly appreciated.

Chippewa Valley Technical College (CVTC) plans to re-join MORE this summer. Roholt hopes to provide more information about the integration closer to their live date. The process is a little different than for public libraries.

MORE staff are working on compiling annual report data and hope the information is available next week. They are putting together collection, circulation, and internet access questions among other statistical data.

Roholt noted that Krissa Coleman, the former Roberts director, passed away in early December 2021. Roholt worked with her closely and she was great at fostering communication and worked closely with St. Croix County librarians.

LaFond (CL) noted that on January 7th, she checked the IFLS Facebook site for a message regarding services. There was not an immediate message there and it would be a good way to communicate. Elchert (RL) added that Thompson had posted to the Iguana Face Library System Facebook group.

Roholt introduced some new directors to the MORE consortium. Arin Wilkin is from Altoona, Lori Gilles from Durand, Shelly Tougas from Hudson, Shelly Collins-Fuerbringer from Eau Claire, and Christinna Swearingen from Ladysmith.

Elchert (RL) shared that when IFLS Library System was moving away from the former Indianhead Federated Library System name to a more-inclusive name, a small contingency of librarians was hoping for Iguana Face Library System. Elchert will send out that link again and everyone is welcome to join.

IFLS DIRECTOR'S REPORT:

Thompson noted that he now has reliable wireless internet at his house. Today is the first meeting he has participated in using that.

Two positions for IFLS were posted and the application deadline is today. For the hiring process, there has been discussions of whether to do virtual or in-person. At a minimum there will be some participation from IFLS staff and library directors.

We are upon annual report season. Thompson and Juli Button will create a brief one-hour walk through the annual report site. It will provide a refresher and highlight changes. It will be posted to the IFLS website. Librarians will have an opportunity to call, email, Zoom with Button or Thompson as well as an in-person workday for those comfortable being in-person at the IFLS office. Annual reports for libraries are still due on March 1st. Libraries are encouraged to complete their report by February 14th so questions can be worked through, and signatures obtained by their library board presidents.

The IFLS Board of Trustees has been meeting virtually the last couple years. Their plan moving forward is to meet virtually over the winter months and try taking the meetings out on the road during the summer months. Libraries have done a lot of cool things and we want to get the IFLS Board out more. We may try to include a couple libraries and include a tour before and after the meeting. Recent building renovations/buildings include Somerset, Glenwood City, Eau Claire, Ellsworth, and Amery.

ISSUES/REPORTS FROM MORE COMMITTEES:

Elchert (RL) is chair of the Resource Sharing/Collection Development Committee. They met in December and discussed Flipster versus OverDrive for electronic magazines. Flipster has been used the last 3-5 years. The use is not overwhelming but steady. The most popular titles don't exist in the OverDrive collection. The recommendation of the committee is to continue with Flipster to balance the needs. In the past, libraries have put money towards the magazines they want added. OverDrive doesn't have that much local control.

Elchert (RL) noted it would be nice to have one app for patrons. For 2022, they will keep both Flipster and OverDrive. There is some overlap, but not a lot. Flipster was cut back significantly.

Elchert (RL) shared that a subcommittee of the RS/CD Committee and Operations Committee to come up with a system-wide damage rules and guidelines to follow. It is hoped someone will step forward to chair the subcommittee.

Welch noted that the OverDrive app is being sunset as we move forward with Libby. The accessibility tools in Libby have been updated.

IFLS MARKETING COMMITTEE REPORT:

Library Love Story is going really well. Kilde appreciates all who stepped up and there are currently 44 stories. It is hoped 100 stories can be brought to Library Legislative Day. Anne Hamland can provide a button or slide for library websites. This campaign is great for advocacy. It will remain active as long as it is useful.

Explore MORE Passport system-wide Initial Campaign This campaign arose from Polk County librarians looking for a way to get people back into the library. They wanted to see if other libraries would be interested in this as a system-wide promotion, and LaFond (CL) brought the idea to the marketing committee.

The primary goal is to increase visitor traffic in the libraries. Secondary goals include demonstrating the MORE system, lead up to the Summer Library programs, promote the MORE app, increase circulation, expand the number of cardholders, and cultivate partnerships between libraries and local businesses.

This is not a one-time campaign; and it is envisioned as a yearly campaign that would become a major library promotion. For the first year, we want to keep it very simple. It would begin on National Library Week.

For the first year, passports would be created as well as a toolkit for library promotions and support. IFLS would send press releases and arranged for some earned media spots. Each library would be asked to identify 3 things about their library and community that are unique and noteworthy. Each library would get a passport kit that would include passports, a unique rubber stamp, a stamp pad, a highlighter.

Kilde explained the rules of how the passport program would work, opportunities for add-ons during the pilot campaign, and future expansion opportunities as outlined in the meeting notes handout.

Kilde noted that there is a lot of room for customization with information provided on the passports, itineraries, library swag bags, etc. based on each library knowing what they can provide.

Kilde also provided information on the cost and budget. MORE has \$3,00 budgeted this year for marketing. A finalized cost would be presented once multiple bids are reviewed. Initial cost estimates would be \$25 per library but come out of the MORE marketing budget. The cost of local add-ons would be each library's responsibility.

Elchert (RL) moved that all MORE libraries participate and use MORE marketing money to fund the Explore MORE Passport program. Leslie (SC) seconded. Motion carried.

Kilde and LaFond (CL) were thanked for their vision of the campaign and the MORE marketing committee will work out the details of the campaign.

2021 ANNUAL REPORT NOTES AND DISCUSSION:

Roholt noted that MORE staff is working on compiling data for the member libraries. Next week Roholt will send an email with information on where the prefilled numbers come from and a breakdown of circulation by residence. A document will also be included about “other physical materials”. The document will include a list of items that are “other materials”.

Roholt noted one caveat for 2021 statistics. There was a problem with data collection and online renewals. The problem started in September and fixed in November. During that period, rather than credited to the checkout location, it was credited to a general online renewals pot. There is not a way to precisely line those up. With this batch, credits will be applied to each library proportionately as well as the place of residence proportionately. This time period covers about 5% of the online circulation. A brief message will be provided in case libraries receive questions from boards or county clerks. Applying statistics proportionately used to be split out this way 8-10 years ago, before we were better able to track.

Libraries who encounter questions, can contact Thompson, Juli Button, or submit a help desk ticket. IFLS is good at finding an answer for you.

LaFond (CL) inquired where money from the state for reimbursing personal safety supplies should be reported. Thompson noted there is a section in the report to list operational funds. There is a section to record all federal dollars received as well.

ADJOURN:

Leslie (SC) moved to adjourn at 11:33 am. Krueger (DP) seconded. Motion carried.

Joanne Gardner, Recorder