

MINUTES
MORE Directors Council
Friday, March 21, 2025

Present/Attending: Heather Wiarda (AM), Beth Sippl (BA), Sue Christianson (BN), Kallie Anderson (BO), Trevor Richards (BR), Samma Johnson (CA), Dawn Ayers (CM), Anna Griffin (CE), Emily Resendiz (CH), Joe Niese (CF), Kati Morley (CV), Cricket LaFond (CL), Lisa Bragg-Hurlburt (CO), Denise Korenuk (CN), Rob Ankarlo (CU), Barbara Krueger (DP), Leann French (DR), Tiffany Meyer (EL), Nick Andrews (EW), Charlene Conradi (FC), Michelle Johnson (HA), John Thompson (IF), Jill Glover (LU), Joleen Sterk (ME), Bonnie Carl (MI), Amy Abele (OG), Anne Miller (OS), Deb Hyde (PF), Christy Rundquist (PE), Rebecca Puhl (PH), Carissa Langer (PR), Rachel Thomas (RL), Tanya Misselt (RF), Tori Schoess (RO), Shelly Rae (SA), Kristina Kelley-Johnson (SO), Katie Schneider (SV), Su Leslie (SC), Elizabeth Miniatt (ST), Colby Peterson (TL), Karen Furo-Bonnstetter (WO).

Proxy: Barbara Krueger for Rozanne Traczek (FA), Joleen Sterk for Monica LaVold (NR), Katie Schneider for Jenna Beyer (PL).

Also Present: Lori Roholt, Cecelia Cole, Jackee Johnson, Katelyn Dubiel, Joanne Gardner.

Absent: Olivia Moris (AL), Leslie LaRose (AU), Linda Heimstead (BL), Stacey Brown (BB), Lori Gilles (DU), Nancy Kerr (EC), Amanda Blackmon (FR), Rochel Karlson (GC), Jennifer Mabie (HK), Shelley Tougas (HU), Christinna Swearingen (LA).

CALL TO ORDER:

Meyer (EL) called the meeting to order at 10:02 am.

ESTABLISH A QUORUM:

Sterk (ME) established a quorum was present by roll call vote.

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

Certification of compliance with open meeting law was confirmed.

New directors were welcomed to the MORE Directors Council.

Meyer reminded members because of the large number of meeting participants, those wishing to speak should raise their hand icon. Community names should be provided when making and seconding motions.

AGENDA:

Furo-Bonnstetter (WO) moved to approve the agenda. Anderson (BO) seconded. Motion carried.

MINUTES:

Rundquist (PE) moved to approve the minutes dated January 17, 2025. Niese (CF) seconded. Motion carried.

MORE COMMITTEE REPORTS:

Furo-Bonnstetter (WO) provided a brief update on the Resource Sharing/Collection Development committee which met in January. Cecelia Cole provided Overdrive Advantage updates for 2024. They discussed some options and also licensing models from different publishers, including Blackstone Audio.

The RSCD committee also discussed the public-facing MORE catalog platform. We have been using BiblioCore since early 2020. We also use BiblioApp. One possible alternative would be Innovative Vega, which also works with Sierra and has an app.

More information is available in the minutes posted on the website.

MORE ADMINISTRATOR'S REPORT:

Roholt noted that in February, a new text messaging service went live. Except for a few staff adjustments working with notices, it appears to be a good service overall. If libraries hear feedback from patrons, they are asked to share with Roholt.

The MORE Server Migration is set to take place on March 25th. Currently the servers are hosted locally and maintained by IFLS staff (Kris Schwartz) at the Chippewa Valley Technical College facility. We are moving to a service hosted by our Sierra vendor. This will relieve IFLS staff of our server maintenance and upgrades. Many libraries have planned to close to the public that day. Messages will be posted on the IFLS website regarding the status of the migration.

Last week several users attended the Innovative User's Group (IUG) conference. Staff from IFLS, L.E. Phillips Memorial Public Library, and New Richmond Public Library attended. The IUG Conference is a good opportunity to share ideas and news among library users of the automation software in use by MORE.

In the coming months, IFLS staff will begin preparing a 2026 budget recommendation for MORE. The MORE budget is approved in July for 2026. The May Directors Council will have a preliminary budget for what 2026 looks like if all services stay the same. Each year the portion for each library is recalculated and we will provide that amount.

This preliminary budget in May will serve as a starting point. Members can begin sending ideas for the 2026 budget to Roholt now.

Roholt noted new members who were welcomed and include Trevor Richards at Bruce, Colby Peterson at Turtle Lake, and Jackee Johnson at IFLS as a MORE support specialist.

Meyer (EL) inquired about the text notification service and that some are printing. Roholt noted that messaging is tacked on to Sierra. Sierra is still wanting to send an email, phone call, or produce a print notice. Staff will have to deal with notices for those who only want to receive email. Roholt added that every morning a report goes out from the text messaging vendor ShoutBomb, and it shows which notices did not go through. The list is truly short with only 3-6 patrons.

IFLS DIRECTOR'S REPORT:

Thompson noted that all member library annual reports were filed on time and in compliance. There may be some follow-up from the division in terms of questions in the reports. Thompson and Dubiel will try to answer what they can and reach out to the library if needed.

The state is beginning their biennial budget cycle for 2026-2027 budget. Joint Finance will be holding meetings in April. One meeting will be in Hayward and another in Wausau near the end of April. Neither of these are in the system area but hopes folks will be willing to attend. Thompson is collaborating with Katherine Elchert of Northern Waters to recruit folks.

The President has signed an Executive Order that may impact IMLS funding. There is also a new interim director installed for IMLS. The State and System Directors are trying to figure out the best strategy to communicate on the federal level and produce a messaging recommendation to communicate with elected officials. They want to positively convey the importance of libraries to federal officials and support funding. It is hoped that the system directors can provide libraries with talking points for them and library users.

The IFLS Board of Trustees will be meeting on Wednesday. They will also be discussing IMLS funding as well as approving the system annual report. Library directors are always welcome to attend IFLS board meetings.

MAKING ADVOCACY EASIER:

Katelyn Dubiel is making the presentation today for Reb Kilde. Reb Kilde, Leah Langby, and Katelyn Dubiel have been collectively looking for ways to help libraries do more advocacy while realizing libraries are busy. They are looking at relatively smaller advocacy projects that not only could be done by the Director and staff, but by the library board and friends as well.

One project being looked at is a calendar containing monthly advocacy challenges that can be doled out among staff, board members, and friends' groups. This would include a large poster with hidden images. The stickers received can be added to create a fun picture. This could be a great buy in for staff.

The idea is that three or so options would be provided for advocacy challenges each month. During the busy summer months, there would be three options in total. The advocacy calendar would be for the entire year.

With all the movement in library land, the advocacy options may go out quarterly with the first one in April or May. The poster would be distributed right away for stickers to be placed.

An example shared for an advocacy option could be creating relationships with local officers. This can include sharing Library Love stories at the library board meeting. The focus on the advocacy is to extend your libraries reach or expanding to include groups you have not worked with before in your community.

Noack inquired what resources can be provided that would be most useful to help complete the challenges (i.e., dummy script, procedure, templates in Canva). It was the consensus that all those resources would be helpful as well as the calendaring. Andrews (EW) shared that visuals through Canva are helpful with elected officials. Thomas (RL) mentioned having partners, people in your patron base, you don't always think of, but you know you could call on them when you needed assistance. Resendiz (CH) noted that having some stories, whether successful or not, from others who have done some of these is helpful. Noack noted that providing a bonus calendar option would be fun to add to board agendas.

Noack asked what the best way to share out this advocacy information is. Is it best to share in the Weekly Digest or as a separate email blast? Noack added the initial separate email blast may be an effective way to start the process and as it moves along, it could be added to the Weekly Digest.

Noack inquired if libraries would be interested in an IFLS large order of yard signs that note that this household loves or supports local libraries. It provides a positive message, especially in light of happenings in the community that could be contentious. IFLS will explore this option more and send out an interest statement.

Questions on today's presentation can be made directly to Reb Kilde.

Meyer (EL) thanked Noack for today's presentation. Thanks, and appreciation was also shared for her work on the communication of the courier service changes.

MORE CIRCULATION POLICY UPDATES:

MORE Circulation Policy updates have been in discussion since late last year. What is presented today is being recommended by the MORE Executive Committee with input from the IFLS Intellectual Freedom Working group on labeling.

French (DR) made a motion to approve the MORE Circulation Policy amendment on labeling as presented, with the deletion of "Since patrons can borrow resources from any member library within the MORE consortium," and begin the second paragraph with "All participating libraries are strongly advised...." Furo-Bonnstetter (WO) seconded.

The Intellectual Freedom Working Group and the MORE committees were thanked for the great discussions and time spent on labeling and policies.

ADJOURN:

The meeting adjourned at 10:49 am.

Joanne Gardner, Recorder