



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved MADISON PUBLIC LIBRARY BOARD

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Thursday, December 2, 2010

4:30 PM

South Madison Branch Library  
2222 S. Park St. Suite 101

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### 1. CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:30 p.m.

**Present:** 6 -

Larry Palm; Barbara J. Karlen; Allen A. Arntsen; Ann L. Falconer;  
Theodore C. Widder, III and Gregory Markle

**Absent:** 3 -

Beth Moss; Tracy K. Kuczynski and David L. Wallner

**Also Present:** Dimick, Roughen, Gartler, Elias, Schmitt, Burton, Navarre Saaf,  
Spelman, Sawyer

### 2. DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

[20529](#)

New Provision in Ethics Code on Disclosure and Recusal

There were no recusals. City Attorney Mike May will be asked to come to a future meeting for further clarification on what this memo means.

### 3. APPROVAL OF MINUTES

A motion was made by Karlen, seconded by Falconer, to Approve the Minutes of November 4, 2010. The motion passed by voice vote/other.

### 4. CORRESPONDENCE

[20527](#)

Karen Laudon Letter

For information only; no action taken.

[20623](#)

Mr. Anonymous Letter

For information only; no action taken.

## ROLL CALL

Wallner and Kuczenski arrived at 4:32 p.m.

Present: 8 -

Larry Palm; Barbara J. Karlen; Tracy K. Kuczenski; Allen A. Arntsen; Ann L. Falconer; David L. Wallner; Theodore C. Widder, III and Gregory Markle

Absent: 1 -

Beth Moss

## 5. PUBLIC COMMENT

There was none.

## 6. BOARD INFORMATION EXCHANGE

[20528](#)

Ethics and Conflict of Interest Laws Applying to Trustees

This publication is from Wisconsin Department of Public Instruction for information only. No action taken.

## 7. ACCEPTANCE OF DIRECTOR'S REPORT

[20689](#)

December 2010 Library Director's Report

A motion was made by Arntsen, seconded by Palm, to Approve the Library Director's December 2010 report. The motion passed by voice vote/other.

Ms. Dimick supplemented her report by stating she had met with Adam Gay, principal at Orange Boy, a business aimed at assisting libraries in planning and development by using card holder and other data to help libraries better understand local library use and trends in order to provide more targeted, customer centered services. Working with management, they would provide an analysis of library user demographics, and observe and analyze user behavior at all library locations, with the goal of helping the library better target what it does, overall. Major urban public libraries in Columbus and Cincinnati, Ohio, and San Diego, California, have recently used Orange Boy's approach to planning in today's world of changing library services. Ms. Dimick is proposing we contract with them in 2011 in order to assist in our planning process. The fee is \$54,000. This analysis process would be a lengthy one, and we need to get started soon while the current Central Library is still in operation. It appears that this is the only company that currently provides this

service to public libraries and would therefore fall under the city's sole source procedure requiring both Library Board and Common Council approval. A thorough reference check would be completed before contracting with them.

## ROLL CALL

Ms. Moss arrived at 4:36 p.m.

Present: 9 -

Larry Palm; Beth Moss; Barbara J. Karlen; Tracy K. Kuczenski; Allen A. Arntsen; Ann L. Falconer; David L. Wallner; Theodore C. Widder, III and Gregory Markle

## 8. ACCEPTANCE OF FINANCIAL REPORT

[20690](#)

Financial Statement for October 2010

A motion was made by Wallner, seconded by Arntsen, to Approve the October, 2010 Financial Report. The motion passed by voice vote/other.

Everything looks good as of the end of October. There are five more payrolls to go.

## 9. AUTHORIZE THE EXECUTION OF AN AMENDMENT TO THE PINNEY BRANCH LIBRARY LEASE

[20660](#)

Authorizing the Mayor and City Clerk to execute an amendment to the lease with Madeline J. Rice allowing for the City's continued use of space at 204 Cottage Grove Road for the operation of the Pinney Branch Library.

The lease amendment for the Pinney Branch Library was negotiated by City Real Estate staff. It extends the lease for three years with five one-year options for a total of eight years. The short options are in the best interests of the tenant (library).

A motion was made by Kuczenski, seconded by Arntsen, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

## 10. FACILITIES UPDATE

The new South Madison Branch opened October 11. The grand opening celebration was held November 9. Signage for the branch is in the works. It will be backlit and visible to moving traffic and located on the north and south facades of the building, not on the Park Street side, but perpendicular to that. One of the conditions of the Goodman gift was that the Goodman name be recognized in some way. We are now negotiating the relationship of the MPL

signage with the Goodman signage.

The next public meeting with the architect on the Central Library project is scheduled for December 7 at 7:00 p.m. The Board and Foundation Board will meet with them at 6:00 p.m. Both meetings will be at the Sernior Center. The final design will be presented.

**11. FRIENDS UPDATE**

There was no report.

**12. FOUNDATION UPDATE**

Jenni Collins, the new Executive Director, will begin Monday, December 6.

**13. SOUTH CENTRAL LIBRARY SYSTEM UPDATE**

At the November meeting, the SCLS board was given a tour of their delivery service. They have a very fine tuned system.

**14. DANE COUNTY LIBRARY SERVICE UPDATE**

DCLS is on a month-to-month lease with us now as they will be moving out of the current Central Library into County space on Aberg/Sherman Avenue.

**15. PRESENTATION ON EBOOKS AND DIGITAL CONTENT AT MADISON PUBLIC LIBRARY**

Marc Gartler presented trends in technology, copyright, and publishing including the rapidly changing business environment for digital content. Tana Elias followed that up with an overview of some of the library's digital content, including expenditure and usage trends.

**16. ADJOURNMENT**

A motion was made by Palm, seconded by Arntsen, to Adjourn at 5:45 p.m. The motion passed by voice vote/other.