



MADISON PUBLIC LIBRARY
Central Library
201 West Mifflin St.
Madison, WI 53703
(608) 266.6300
www.madisonpubliclibrary.org

BRANCH LIBRARIES: Alicia Ashman • Hawthorne • Lakeview • Meadowridge • Monroe Street • Pinney • Sequoia • South Madison

Report to the Library Board **February 2011**

(This meeting date had to be changed to the last week in January - the 27th - in order to meet Common Council deadlines for approval of the architect contracts.)

Agenda Items:

- Approval for an addendum to the architect's contract will need to be considered by the Library Board during the week of January 24th so that it can be approved at the Common Council meeting on Feb. 1. (This deals primarily with the new third floor, which was not a part of the initial contract and has no budget impact, but does need approval by the Library Board.)
- Request approval to contract with OrangeBoy to provide consulting services for future planning for library services. (Contract is in your packet.) This firm offers a fresh approach to public library planning through a multi-faceted research effort that provides a better understanding of library usage trends and library user behavior based on library cardholder data collection, on-site observation of user behavior, and stake-holder (staff and board) input.

Annual City of Madison Resident Survey Results

In your packet is a copy of the library portion of the Annual Survey of Madison residents for 2010. You'll see that over 74% of people felt that Libraries are "Very Important" or "Extremely Important." Libraries ranked the third highest in customer satisfaction and almost 68% of respondents indicated they were "Very Satisfied" or better with Libraries.

Foundation Grant Awards for 2011

The Madison Public Library Foundation has awarded three grants to the Madison Public Library totaling \$30,000 for 2011, as follows:

- Strategic Planning consulting firm: \$15,000;
- Re-branding of the Madison Public Library system - \$10,000; and
- \$5,000 for Sunday hours for an eastside branch in fall 2011.

A copy of the award letter is in your packet.

A handwritten signature in black ink, appearing to be the initials "BP" or similar, written in a cursive style.