

**Library Director Report
June – July 2015**

BUDGET 2016

CIP

I have had two informational meetings with the BOE regarding our CIP proposal. Significant about those meetings was that a straw poll of the BOE membership showed strong support for the Pinney project.

I have also met with the Mayor. During this meeting the Finance Department made a number of suggested amendments to reduce our initial proposal. Our initial ask was for \$10,250,000. Their proposal reduced that amount to \$7,885,000.00. In order to achieve that amount they had removed all funds to renovate the Badger building and took away all funding for major repairs. In response we submitted an alternative proposal that slightly reduced the Pinney project, bought back the Badger building but split the cost between 2016 and 2017, restored the major repairs, and moved the RFID project to 2017. Despite the several adjustments so we could add back important projects we were still able to keep the budget at the \$7,885,000.00 level. This revised CIP was submitted to Finance and we are waiting for a response.

OPERATING BUDGET

At this time we are faced with approximately a \$200K shortfall to reach a flat budget. In addition we need to submit a proposal that would reflect a 3% reduction, which would mean an additional \$500K to be realized through additional revenue or reduced expenditures. Our focus at this time is to minimize impact on staff as best as we can. Therefore we will continue to look at a strategy that if staffing reductions are necessary it could be achieved through attrition vs layoffs. But since 64% of our budget is personnel, to achieve the level of reduction to reach a 3% reduction, staff reduction is the only way this can be achieved.

In the past, we have always had our 3% reductions and flat budget reductions restored by the Mayor. I do expect that we will maintain that same scenario.

At this time we are still preparing our supplemental budget asks. So far we have discussed the addition of staff, supporting some program initiatives, and increasing our collection capacity.

LIBRARY SITING AND ALLOCATION

Catherine Duarte has been conducting programs and distributing the Tell Us community conversation tool across the city with an emphasis on the eastside. She is in the process of compiling the initial returns. We will begin to pull from that content to begin some of our programming plans for the Pinney relocation. We also met with Alder Baldeh and other city staff about community services in his district.

Since acquiring the Graybar building, staff have been making plans on what needs to be done on the building. BTW, we have begun referring to the building as “Badger” due to its location on West Badger Road.

The Pinney project continues to move forward. MPL Foundation has started its fundraising campaign. An early fundraiser will be proceeds from an August 3rd, Mallards game. The Foundation’s goal is to raise \$2.5M with approximately \$1.5M of that amount in in-kind materials and services.

In conjunction with the Pinney project we held a design challenge in June with local designers to begin developing a concept for the PlayLab. The group met for a full day at the Bubbler to collaborate on design ideas. Pinney staff also visited the Children’s Museum in Milwaukee to view and discuss some of the educational exhibits. During the same trip they also visited two Milwaukee library branches that would be of similar size as the upcoming Pinney.

MEADOWRIDGE LIBRARY AND MEADOWOOD NEIGHBORHOOD CENTER

It’s official. On June 24th we had a dedication of the joint facility. Mayor Soglin and Superintendent Cheatham were among the speakers to address the crowd. Alice Oakey even made cookies for the event using the new community kitchen. So there was a new smell to be experienced at the library in addition to the wonderful features of both facilities.

ROTARY

I have become a Rotarian in the Rotary Club of Madison. I was sponsored by Tripp Widder, former library board and foundation board member and Jim Ruhly, foundation board member. I had delayed joining the organization due to the weekly meeting obligation. But it soon became very evident that the network opportunities and community connections out-weighed the weekly attendance.

EMPLOYEE RELATIONS COMMITTEE

I was assigned by the Mayor to sit on this committee that was formed to help resolve labor management issues. The committee meets monthly or as needed. We have met twice so far. In the second meeting the issue of Saturday differential for some library staff was presented. The ERC made the recommendation that this be restored retroactively to the Library. Following the recommendation the Common Council approved the restoration. (I did have to recuse myself on the library vote but I did provide testimony in support of its passage.)

ALA CONFERENCE

Several MPL staff attended and presented at the ALA Conference in San Francisco. I was a panel member for a day long pre-conference workshop on social services in public libraries. I also presented on Koha and the use of open source for technology projects.

MADISON ID CARDS

During a Human Services work group meeting the Mayor discussed the value of developing a Madison ID card. Municipal ID Cards are being used successfully in a number of cities. The cards can be purposed for a number of functions besides being a government issued photo ID card. Some cities use them as a library card, bus pass, debit card for services and several other features. I was assigned to the committee to research and develop an ID Card plan for Madison.

June Schedule

Business Meetings

Strategic Planning with Susan Lee
Meeting with Steve Brist for resolution to CC regarding catering services at the Library
Meeting with Brinnan Shaffer from SCLS
Strategic Planning with Michael Spelman
Meeting with Jim Igielski, potential board member
RESJ Progress Report
PlayLab Design Challenge
Strategic Planning with Mark Benno
Strategic Planning with Trent Miller
Hotspot Webinar by ULC
City HR meeting to discuss hiring processes
Glass art project discussion at Monroe Library
Meeting with Andrew Conley from 100State
Design Challenge debriefing
ALA Conference

City Business

Dept/Divison Head meeting
Mayor's Human Services work group
Employee Relations Committee meeting
Meeting with Mayor to present budget goals and priorities for 2016
Mayor's Management Team

Public/Media Appearance

Interview with Isthmus: Jay Rath, "Beyond Books: Madison Library adds meals, outreach, and plans a new Pinney branch." June 11-17, 2015. p. 10.
<http://www.isthmus.com/news/news/Library-Plans/>

Tour of Central with Sarah Miller from WiscNet
Lunch for Libraries with Ruth Reichl
Ruth Reichl public presentation
Rotary Orientation and Initial member meeting
Humanities by the Numbers reception for UW International Humanities program
Rock & Read Foundation Event

July Schedule

Business Meetings

Meeting with Enis Ragland
Meeting with Phil Grupe, potential library board member
Strategic Planning with Janetta Pegues
Milwaukee museum and library tours with Pinney staff
Meeting to discuss Telestaff
Meeting to discuss MPL promotional videos
Meeting with Scott Resnick to discuss Starting Block and digital divide issues
DMI Breakfast with new director of Urban League
Meeting with Ellsworth Brown director of WI Historical Society
Meeting with YS to discuss possible Filament Games partnerships
Meeting with Catherine Duarte for Tell Us update
ULC webinar on Youth Services
Labor management meeting
Wisconsin Book Festival steering committee
Meeting with Deb Scocia, Executive Director of Next Century Cities
Meeting with Rabble regarding the Yahara Music Library project

City Business

Dept/Division Head meeting
2 Mayor's Management Team
BOE Special CIP Budget meeting
CIP Budget discussion with Mayor
Mayor's Human Services work group
Employee Relations Committee
City ID Card meeting
Meeting with Alder Baldeh to discuss services in his district
BOE

Public/Media Appearances

Rotary Board Meeting
Willy St. CO-OP Annual meeting
Community Budget Conversation